

• APRIL 1958

# BUTANE-PROPANE

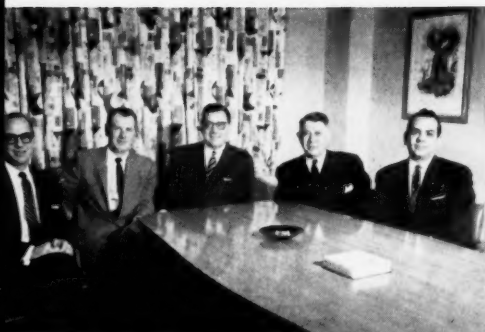
A CHILTON PUBLICATION

## News

NEW INCINERATORS  
OPEN BIG MARKETS

Truck rental firm  
rolls on propane

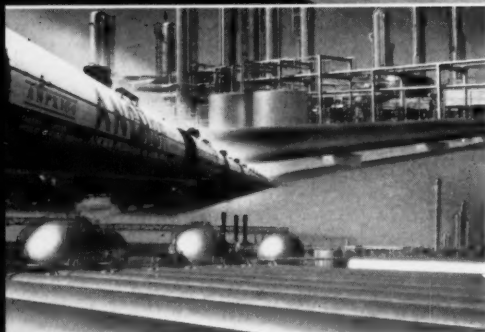
HEADQUARTERS FOR L.P.GAS INFORMATION SINCE 1931



ABLE, EAGER

## SERVICE

... By men who know your business, who have had many years of experience, men who are not sparing in their efforts to help you in every way, and can because of Anchor's ...



BIG, MODERN

## FACILITIES

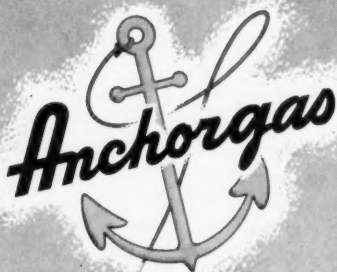
... Located strategically to help you quickly and economically. New plants producing the highest-quality L.P.G., and transportation and storage to answer your need for ...



ANY QUANTITY

## L.P.GAS

... Emergency order or contract. Anchor is flexible in organization and facilities. And Anchor wants your order. So, whenever you need, and whatever your need ...



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ANY  
TIME

# ANCHOR

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Deluxe Model 2402T—2402-gal. water cap. Pay load cap., 2125 gal. at 60° F. Full skirting, all cabinets, etc.

## What delivery capacity do you need? Hackney has the truck to handle it!

**Hackney Twin-Barrel LP-Gas Tank Trucks** provide the right answers to delivery truck problems for hundreds of dealers—in truck tank capacities...conveniences...prices.

The basic design and quality construction make even the models lowest in cost efficient, safe trucks for fast, profitable delivery of LP-Gas *anywhere!*

You get features such as twin-barrel design for bigger pay loads, low over-all height, greater stability...centrally located controls...simplified plumbing that speeds maximum flow rate...internal safety valve...easy dismantling for service...ICC lighting...entire unit easily transferable to new chassis...the meeting of ICC-MC 330 specs and ASME Code (250-lb.)—*plus* a choice of additional equipment at minimum cost for full deluxe service.

For complete details, write:



### Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 South 66th Street, Milwaukee 14, Wisconsin

Branch offices in principal cities



Deluxe Model 2170T—2170-gal. water cap. Pay load cap., 1795 gal. at 60° F. Full skirting, all cabinets, etc.



Deluxe Model 1770T—1770-gal. water cap. Pay load cap., 1465 gal. at 60° F. Full skirting, all cabinets, etc.

### LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS



cylinders



systems



fuel tanks for  
trucks and tractors



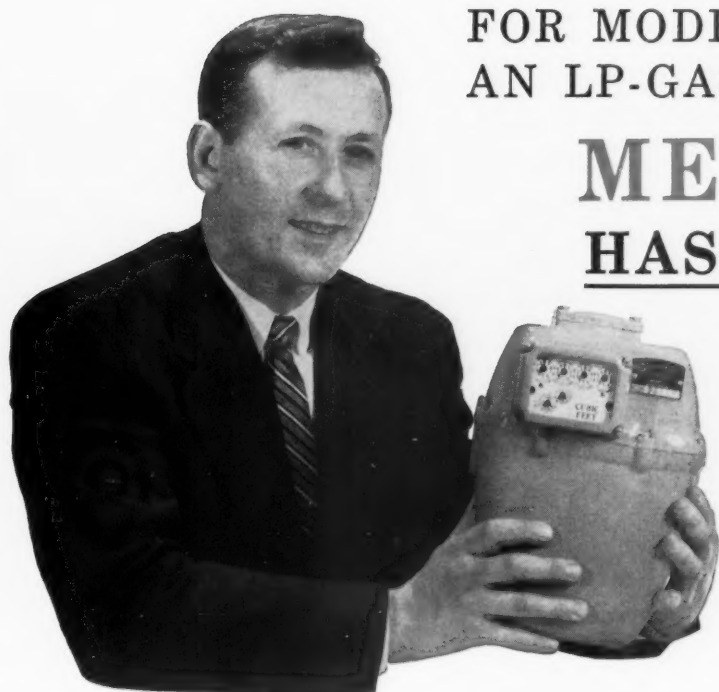
lift truck tanks



tank trucks



bulk storage tanks



# FOR MODERNIZING AN LP-GAS OPERATION **METERING HAS GOT IT!**

*To stay ahead in today's competitive fuel race, LP-Gas distributors must take steps to make their service more modern, more attractive and, of course, more profitable. Metering represents the one most important medium by which to attract and hold customers and upgrade profits.*

## ROCKWELL METERS SAVE MONEY, MAKE MONEY IN ALL THESE IMPORTANT WAYS

### REDUCE DISTRIBUTION COSTS

With meters you can streamline your routing; cut out expensive call-backs and emergency deliveries. Fills are made at your convenience. And metering increases the gallonage delivered per truck mile while decreasing the cost of gas, tires, maintenance and driver's time.

### INCREASE STORAGE CAPACITY

With metering you can use customers' tanks anytime to increase your storage capacity; to improve Summer-Winter ratio; to take advantage of favorable fuel prices.

### REDUCE ACCOUNTS RECEIVABLE

Meters build confidence in the minds of your customers and therefore in their willingness to pay. The customer has proof positive of his gas usage. Smaller metered bills are much easier to collect than bulk loads. And your accounting can be made more systematic.



The full facts about all the advantages of metering both from the customer's and distributor's viewpoint are spelled out in this brochure. For your FREE copy and samples of Rockwell dealer aids:

**CLIP COUPON—MAIL TODAY**

**Rockwell Manufacturing Company  
Pittsburgh 8, Pa.**

Gentlemen:

Please send me your booklet "Go Modern, Go Metering"—also a complete assortment of dealer aids.

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# At Contract Time....

## Look us over, too!



We urge you to make a thorough analysis of ALL the considerations which make a contract with Warren the most advantageous one for YOU!

*You can get the details from our nearest office.*



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TULSA, OKLAHOMA

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William W. Clark, Eastern Editor  
Lester L. Luxon, Technical Editor  
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Mary Lou Harrington, Assistant Editor  
Gerald N. Smith, Research

#### BUSINESS

Frank M. Chapman, Publisher  
Gilbert Bowman, Promotion Manager  
Roberta Conway, Advertising-Production  
M. A. Kesterson, Circulation Manager

#### ADVERTISING OFFICES

New York (17) 100 E. 42nd St.  
Joseph R. Geryk, OXFORD 7-3400

Chicago (1) 360 N. Michigan Ave., Suite 418  
William E. Comiskey, RANDOLPH 4-2166

Cleveland (15) 930 B. F. Keith Bldg.  
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Los Angeles (57) 198 So. Alvarado St.  
Larry Jackson, DUNKIRK 7-4337

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198 So. Alvarado St., Los Angeles 57  
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APRIL 1958

# BUTANE-PROPANE

## News

Volume 20-Number 4

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# SERVE THIS RICH LPG WITH LOW COST *Nor-Tex*

WHATEVER YOUR NEEDS in LPG equipment there is a factory tailored Nor-Tex unit ready for you. We are truck distributors and we manufacture LPG Truck and Transport Tanks, all types of LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations, new space-saving vertical "Rockets", Trailer Tanks, LPG Storage and Domestic Tanks, Farm Carts and Anhydrous Ammonia Tanks, all built by men with years of Butane-Propane bulk plant experience. Phone, wire, or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.



## Right Now...

there are Nor-Tex Conversion Fuel Tanks in use on trucks, busses, cabs, pleasure and business vehicles, tractors and farm machinery, pumps, construction and earth moving equipment, materials handling equipment, pipelines and drilling equipment . . . in fact, on all types of Internal Combustion Engines. Plan, now, to serve this rich LP-G fuel tank market in your area.

WRITE, WIRE  
OR PHONE  
FOR PRICES



Truck Owners Praise Nor-Tex 100-Gal. ( PER SIDE ) Step Tanks

More and more fleet and individual truck owners are installing Nor-Tex custom made LP-G fuel tanks to increase their pay loads and lower their operating cost. They praise Nor-Tex tanks for their safety features and special design for placing the weight on the front axle.

National Sales Agents for

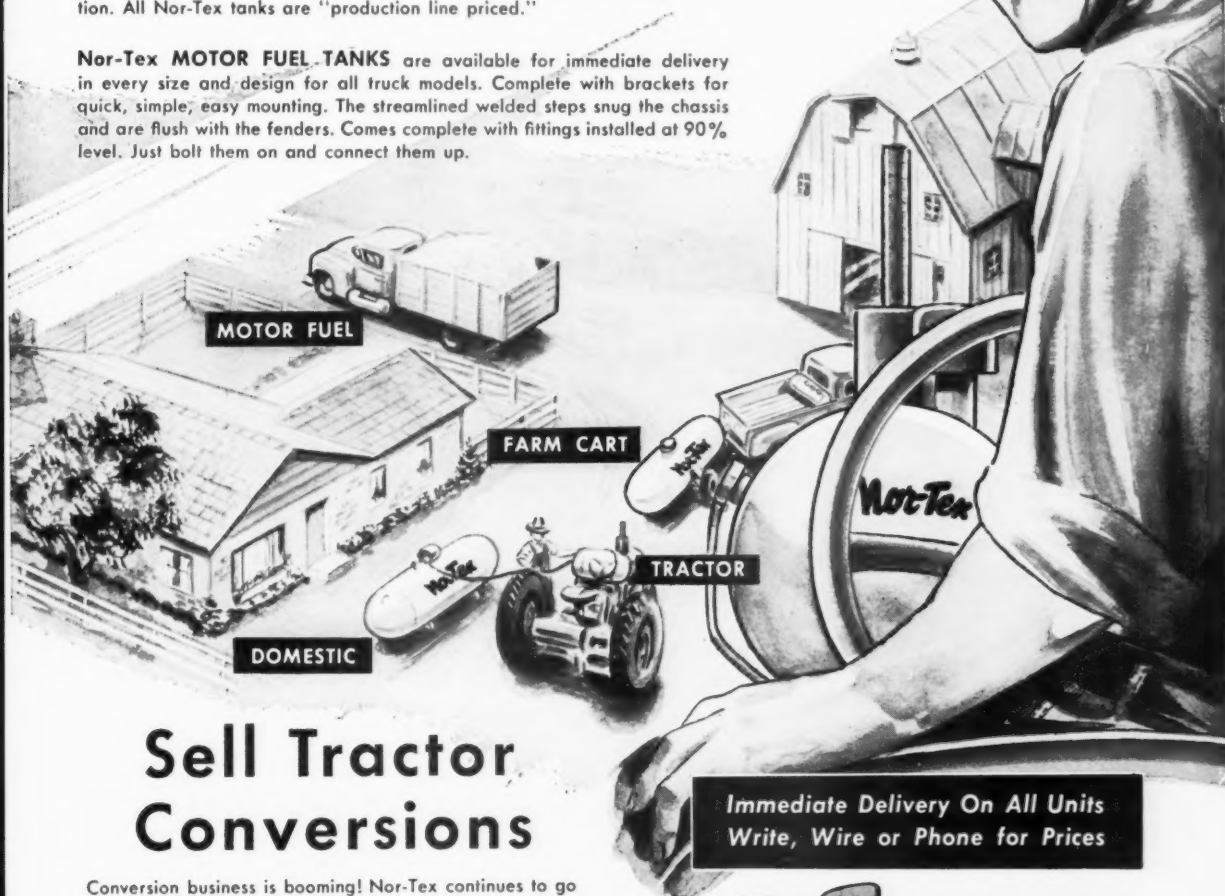
**BALANCE YOUR LOAD THE**

# NORTH TEXAS

# FUEL TANK MARKET CUSTOM TANKS

**Nor-Tex TRAC-TOR TANKS** are available for immediate delivery in every size and design to fit all models of Allis Chalmers, Case, John Deere, Ford, Ferguson, International, Farmall, Massey Harris, and Oliver tractors. Steering shaft through tank styles also in stock. Nor-Tex custom-built tanks come complete with mounting brackets and fittings for quick, easy installation. All Nor-Tex tanks are "production line priced."

**Nor-Tex MOTOR FUEL TANKS** are available for immediate delivery in every size and design for all truck models. Complete with brackets for quick, simple, easy mounting. The streamlined welded steps snug the chassis and are flush with the fenders. Comes complete with fittings installed at 90° level. Just bolt them on and connect them up.



## Sell Tractor Conversions

Conversion business is booming! Nor-Tex continues to go "all out" to provide dealers with the means of overcoming the "ratio bugaboo." With users reporting fuel savings up to 60% and oil consumption reduced up to 80%, many dealers have already made great strides in balancing their summer and winter loads. Consider the many possibilities pictured. Plan them into your program. Let Nor-Tex help you overcome the "BALANCE" problem. Our experience and help is yours for the asking.

Immediate Delivery On All Units  
Write, Wire or Phone for Prices

**Nor-Tex**  
**LOW COST**  
**LPG**  
**Financing**

A PLAN TO MEET EVERY NEED

**NOR-TEX WAY — FINANCE THE BALANCE**

# TANK CO.

P. O. BOX 1219  
DENTON, TEXAS  
DUpont 2-5416

see how easily you can  
change over units on the new  
**ROBERTSHAW Unitrol® 1000\***



Start with Basic Unitrol 1000 for manual space heater operation.

- 100% automatic shut off of pilot and main burner
- A & B gas valves, pilot filter and pilot adjustment

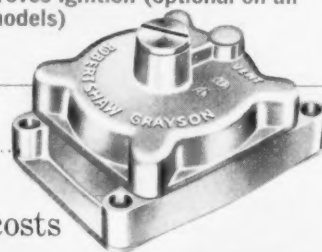
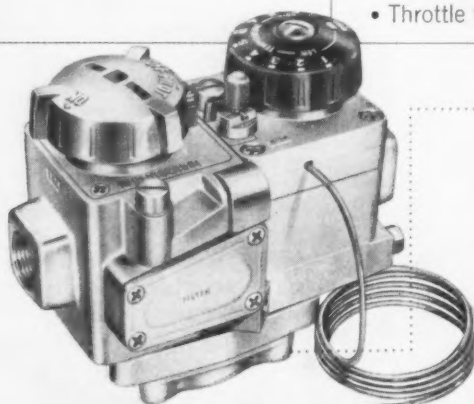
Install any of these hydraulic thermostatic units for automatic space heater operation.

- Snap action, self-contained
- Snap full on
- Snap to bypass
- Snap to high flame—throttle down to bypass—snap off
- Throttle to bypass

or change over to wall thermostat operation by installing:

- 24 volt electric unit


Gas pressure regulator improves ignition (optional on all models)



\* for space heater applications

- \* cuts inventory costs
- \* standardizes manifold assemblies
- \* cuts application costs
- \* saves space—compact
- \* cuts service costs

INQUIRE TODAY—CONTACT:

**Robertshaw-Fulton** 

CONTROLS COMPANY

GRAYSON CONTROLS DIVISION • LONG BEACH, CALIFORNIA



**BPN**

# Letters

## The co-op point of view

Minnesota

I read, with interest, and I must say some awe, your "Open Letter To: The President of The United States," and the following article by Mr. William W. Clark. (Feb., 1958, issue.)

I will not attempt to pick your letter apart, piece by piece, although there is not a single point which cannot be assailed. I will only make a few general comments to point up some of the more obvious errors in thinking and logic.

First: Can you name one major segment of our industrial economy which does not at some time or other depend upon loans, special tax concessions, or some other form of federal finance help? A point to consider, the major airlines and railroads as well as the petroleum industry itself, have received much help from the federal treasury in one form or other.

Second: Most REA projects are self supporting, even though private industry refused to extend their lines into the rural areas. Private power companies brought REA into existence through their own unwillingness to provide such lines. Now when the practical value has been proven, the private companies are anxious to abolish REA in hope that these lines might be absorbed by these same private power companies.

Third: Who pays the taxes anyway? Mr. John Doe, of course. Is anyone kidding himself into thinking that his pocket-book would be any more full if REA were abolished? What has kept cost of electric power at the comparatively low level it is today? It is the existence of the REA and federal power projects. Not the benevo-

lence of private power companies! I say our cost of living would be so much greater without these federal projects that we would all beg to have them re-established after a few short years.

Fourth: There is no "loophole in the law." The law is quite definite in making cooperatives possible.

The intention is to create a balance and to give the ultimate consumer or the small producer a chance to have a voice in what he pays or receives for goods or services. Further, the law does not place a limit on or discriminate against other types of business. Any business, privately owned or otherwise, may decide to share its profits with its patrons, and realize any or all of the advantages of cooperatives. This does not eliminate this income from the tax rolls. It merely transfers it to the patron. Each person who receives funds in this manner is bound to report it as income and pay tax on it as an individual. If they do not, then the fault is in the policing of the tax laws, rather than with the laws governing cooperatives.

Fifth: You are leaving the impression that all cooperatives are being financed by federal funds. I happen to be a member of an oil cooperative and have had contact with many other similar organizations. In every case these cooperatives have been financed by the people who are using them. IT IS A PROCESS WHICH WOULD NEVER BE TOLERATED OR DUPLICATED IN A COMMUNISTIC SOCIETY. THERE IS NO MORE DEMOCRATIC WAY OF DOING BUSINESS.

Sixth: Cooperatives are not "tax free," as your letter would lead one to believe. Almost invariably co-

operatives will pay a comparatively higher property and real estate tax, in any given community, than a similar business of like size. Furthermore, the mere fact that a cooperative might qualify as a "tax exempt" cooperative will automatically place restrictions on the scope of its activities. Since this part of the law was intended to aid the farmer, these cooperatives are limited to doing business with farmers almost exclusively. When they cease to qualify, they lose all privileges as far as tax exemptions are concerned.

Seventh: The total economic development of this great country has accelerated tremendously in the past 25 years. It would seem to me that this is due in a large measure to the part that has been played by REA and other public power developments. I am sure that without rural electric power, we would not be faced with all of the farm surplus as we are today, be that good or bad. Now that the way has been shown, private power companies want to pick up the ball.

Eighth: We should look at *all* of the facts. Let us be honest about the whole situation and weigh the good against the bad. Naturally there have been abuses of privileges; there always is in any public endeavor. Would it not be better to correct these abuses and let the main program go on to further benefit our country?

I could go on. I could point out that a high dam on the Snake River in Idaho would benefit an infinitely larger number of people than the series of small dams proposed by private industry. The savings in cost of processing fertilizer alone would amount to millions of dollars per year to the farmers of the mid-

west. Is it better that they continue to pay higher and higher prices or a slightly higher (possibly) income tax? Let us not lose sight of the fact that it is the ultimate consumer who pays for any power project, whether it be federal or private. Cooperatives will help to keep this bill down.

I am the manager of an oil cooperative. Just four years ago we started dealing in propane gas. We have built this part of our business up to the point where it is our third commodity in volume and it is still growing. In this community there had been other dealers in propane who had been in the business for many years. They had grown very little and in some cases they had actually lost business for several years in a row. Why then could we, in the same community, grow from a standing start to a 100,000 gal. volume in just four years? Could it be that cooperatives have a knack for getting things done? Could that also be true fire behind all the smoke? Is private industry using "federal financing" and "tax exemption" as a front to cover its real fears? Cooperatives are learning how to merchandise and therein lies the real threat to private industry.

R. T. M.

We present the above letter in full for two reasons: First, it is the only unfavorable communication received to date on this subject that gives any details. Second, it gives our readers the cooperative's point of view "straight from the horse's mouth." It represents an important segment of political-economic thinking. It is definitely minority thinking, but it is organized and is exerting heavy pressure on our legislators.

Our views on these subjects have been quite fully expressed in the REA articles in our February and March issues, and in the co-op article in this issue. So we pass this on without comment, except to quote the words of a Midwestern farmer following an impassioned speech by a lawmaker who was trying not to lose his job: "I have seldom heard so many words used to ignore so many important facts."



## A sampling of letters backing BPN's stand on tax-free power

Via Western Union

Texas

Many thanks for stating so clearly what all thinking business men realize in your letter to the president. Without their asking, I feel you should mail reprints to other publishing houses.

F. G.

Nebraska

I read with interest the February issue of BUTANE-PROPANE NEWS and I wish to commend you on your stand in regard to REA, and other co-ops. Our congressman knows quite well how I feel about these matters but he, and our senators, will hear from me again. There is to be a regional meeting of the Nebraska Propane Dealers Association at Valentine on January 27th. I plan to have copies of your articles for each man attending.

R. M. L.

New York

... Noticing your letter written to Washington in regard to the operation of the Rural Electrification Administration ... You certainly have the right idea ... Something really should be done because if this keeps on another few years, a lot of bottle gas dealers will have to give up, not being able to meet competition of this sort. I would appreciate a few extra copies of the letter. ...

P. G. S.

California

I would like to order 1000 reprints of each of the electric competition articles you run in February, March, April, and May.

W. A. C.

Kentucky

I just wanted to thank you for such a well written letter in the February issue of BUTANE-PROPANE NEWS relative to the unfair advantage which co-ops have over private enterprises. I sincerely hope a copy of your letter reached President Eisenhower. Also, the article written by Mr. William W. Clark was truth in the

essence. I sincerely hope that something will be done to force REA to pay what it costs to borrow money.

J. V. R.

Texas

You are to be congratulated on your stand against REA as it is presently operating. I consider your open letter to the President of the United States such an excellent presentation that I would like to have 10 reprints. It should be in the hands of members of Congress, and I want to be sure that my senators and congressmen get copies.

J. P. L.

Reprints of the entire series including the letter to the President will soon be available at a nominal cost.



## How to check old meters

New York

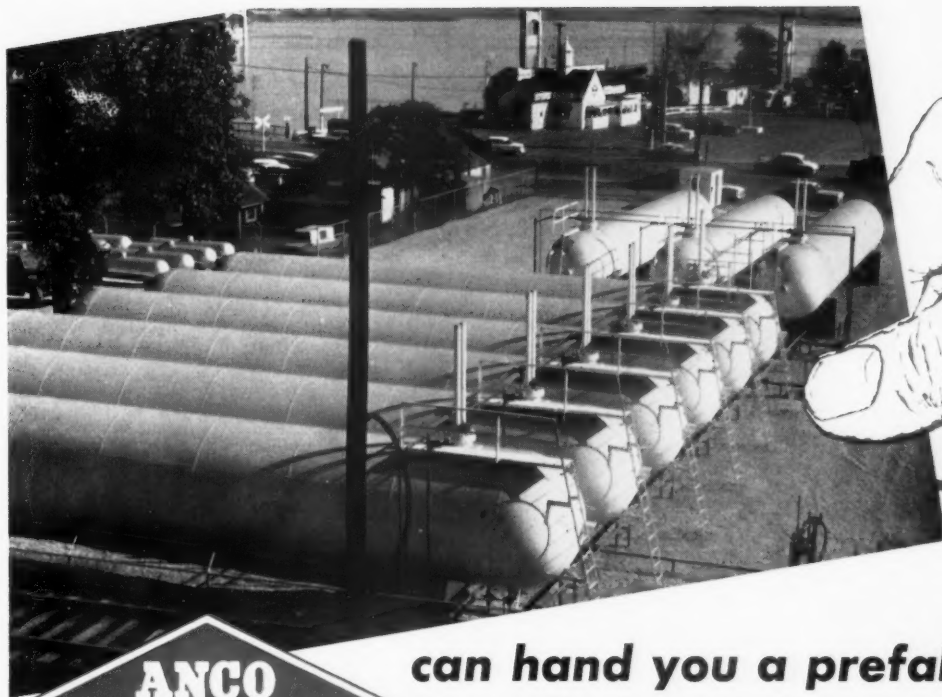
Over a period of years we have accumulated a lot of meters. Some of these were removed because of something suspected wrong with them, some just because the customer moved away.

Can you tell us some quick and easy way by which we can test these meters against a new meter for accuracy? We have our gas in 100 lb cylinders.

W. E.

A practical shop test on the accuracy of a meter can be made by connecting it up in series with a meter that is known to be good and passing compressed air through both meters. A regulator should be connected ahead of the first meter so that the operating pressure will be the same as your standard operating pressure on gas.

In most states there is a law requiring all gas meters to be inspected and sealed by a local Sealer of Weights and Measures either in the city or county in which the service will be rendered. I suspect that this is true of New York state and would suggest that you find out. A telephone call to the utility gas company in your city should give you the information and they can also tell you how to proceed if such testing is required.—Ed.



**ANCO**  
MANUFACTURING &  
SUPPLY CO.

## can hand you a prefabricated **Liquefied Petroleum Gas** **Plant of any size**

Through long experience in designing, fabricating, equipping and erecting facilities for the industry; Anco can quickly hand you a layout and quotation on materials for a more efficient and economical installation.

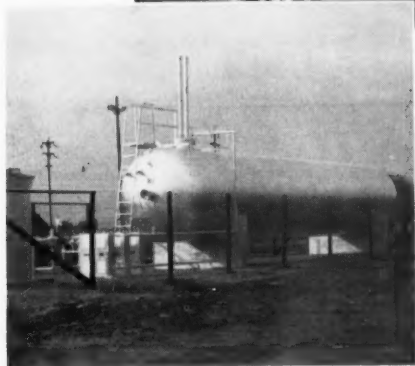
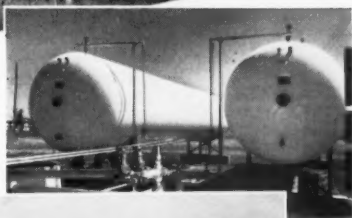
So, for a complete turnkey job when you build, enlarge or modernize your Bulk Distribution Plant, River Terminal, Barge Tank, Gas-Air Mix Plant, Stand by System or Pipeline Terminal . . . Contact ANCO!

**Complete Fabricating Facilities and Engineering Services.**


*Liquefied Petroleum Gas and Anhydrous Ammonia  
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*the Big Trend is to...*



# Leasing

## Weatherhead Cylinders

**Lease...  
TO CONSERVE  
WORKING  
CAPITAL**

Today's big trend is to lease cylinders. It's accepted practice with wise businessmen, both large and small, who realize that leasing frees needed capital for additional expansion.

In fact, leasing is the way to beat this problem, in light of tight money and high taxes.

The LPG Cylinder Leasing Plan guards against rising costs with a guaranteed purchase price during the lease period.

Act now... Take advantage of this modern cylinder leasing plan. No red tape, no costly financing charges... because under the leasing plan one annual payment covers everything... and you get your cylinders immediately.

Rental charges include:  
CYLINDERS  
CYLINDER VALVES  
FREIGHT (f.o.b.) your destination  
No other costs

Wire, write or phone your cylinder requirements today

**LPG LEASING CORPORATION**  
Subsidiary of The Weatherhead Company  
Cleveland 8, Ohio • Telephone GL 1-5200

## CALENDAR

### Coming events in the Industry

#### 1958

- March 24-26**—Southeastern District LPGA Convention and Trade Show—Atlanta-Biltmore Hotel, Atlanta, Ga.
- March 28-29**—Northwest LPGA District 11th Annual Convention—Winthrop Hotel, Tacoma, Wash.
- April 13-15**—Mississippi L. P. Gas Dealers Association Annual Convention—Edgewater Gulf Hotel, Edgewater Park, Miss.
- April 16-18**—Eastern Canadian District LPGA Annual Convention and Trade Show—Sheraton-Mt. Royal Hotel, Montreal, Canada.
- April 16-18**—Eighth Midwest L. P. Gas Service School—Iowa State College, Ames, Iowa.
- April 16-18**—Natural Gasoline Association of America, Annual Convention—Baker Hotel and Adolphus Hotel, Dallas, Texas.
- April 17-19**—Western Liquid Gas Association Annual Convention and Trade Show—Fresno Hacienda, Fresno, Calif.
- April 20-21**—Kansas LPGA Annual Convention—Broadview Hotel, Wichita, Kansas.
- April 23-24**—South Dakota LPGA Convention—Marvin-Hughitt Hotel, Huron, S. D.
- April 27-May 2**—National Tank Truck Carriers Inc. 10th Annual Convention—Boca Raton Hotel, Boca Raton, Fla.
- May 4-7**—LPGA National Convention and Trade Show—Conrad Hilton Hotel, Chicago, Ill.
- May 8-10**—Western Material Handling Show, and National Fork Lift Truck Rodeo—Great Western Exhibit Center, Los Angeles, Calif.
- May 19-20**—Utah LPGA Convention, Newhouse Hotel, Salt Lake City, Utah
- May 19-23**—The 62nd Annual Meeting of the National Fire Protection Association—Palmer House, Chicago, Ill.
- June 1-2**—The Butane-Propane Institute of Louisiana Annual Convention—Belmont Motor Hotel, Baton Rouge, La.
- June 2-3**—Missouri LPGA Annual Convention—President Hotel, Kansas City, Mo.
- June 2-3**—Montana-Wyoming LPGA's Joint Convention—Northern Hotel, Billings, Mont.
- June 2-5**—Fifth Midwest L. P. Gas Engine School—Iowa State College, Ames, Iowa.
- June 8-10**—Arkansas LPGA Annual Convention—La Fayette Hotel, Little Rock, Ark.
- July 13-15**—Tennessee L. P. Gas Dealers Annual Convention—Hotel Claridge, Memphis, Tenn.
- August 10-15**—Florida LPGA L. P. Gas Conference—University of Florida, Gainesville, Fla.
- October 13-15**—American Gas Association 40th Annual Convention—Atlantic City, N. J.



*Tom—  
Here is the best  
break heater salesmen  
have had in years—  
Write them for details  
J.B.*

## NEW

### Trend-Setting Design

Years ahead! Styled by a leading industrial designer. It'll sell on sight.

## NEW

### Exclusive *Control Center*

Complete comfort control at your fingertip. Set it . . . forget it.

## NEW

### Powerful *Thermo Thrust* Blower

Thrusts the warm air far out into the room . . . at floor level.

Moves up to twice the volume of other heaters!

## NEW

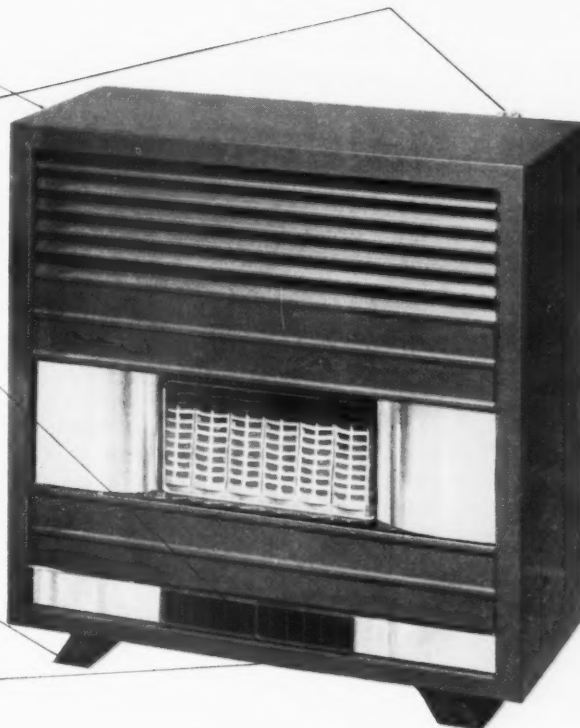
### Decorator Base

Beauty from the floor up. Practical, too . . . easy to clean under.

## NEW

### Coppertone Finish

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**DEARBORN STOVE COMPANY**  
1700 W. Commerce, Dallas, Texas

By NEIL REGEIMBAL  
Correspondent



## BPN Washington Report

From BUTANE-PROPANE News Washington Bureau

### New home construction may boom

New home construction, spurred by lower interest rates and increased supplies of mortgage money, is showing signs of turning into another boom. If so, it will mean fresh markets for L. P. gas and appliances.

FHA home mortgage insurance, a good indicator of future home construction, hit an annual rate of 261,000 units in January—14 per cent higher than the December rate and 64 per cent higher than the rate in the same month in 1957. It was the highest monthly rate since September, 1955.

### LPG, trucks, and tanks "essential"

L. P. gas, tank trucks and trailers, and storage tanks have been declared essential items to national survival if this country is ever attacked.

These items were included in a long list of essential survival items drafted by the Office of Defense Mobilization. The list includes medical and health supplies, food, housing, sanitation supplies, body protection items, and power and fuels.

The agency is now studying the nation's available supplies and productive capacity of these survival items, and matching these against anticipated needs in an emergency.

Later, ODM may ask industries to disperse existing inventories away from so-called target areas, maintain above normal inventories of some items, or disperse production facilities if feasible. The government may also set up programs of buying some of the items and stockpiling supplies in areas where they would be needed in an emergency.

### Commercially competitive atomic power

The country's first commercially competitive atomic power will be produced by a proposed new reactor at Eureka, Calif., the Atomic Energy Commission says.

AEC Chairman Lewis L. Strauss says the Pacific Gas & Electric Co. is ready to build the new reactor, which will produce about 60,000 kilowatts of electric power at a cost of about 8 mills.

The announcement, however, does not signal the start of the atomic-electric power era generally, Eureka, spokesmen for the West Coast utility point out, is a "moderately high fuel cost area" which, coupled with other factors, will make the reactor commercially competitive. The plant, to be built without government funds, will be completed about 1962.

Chairman Strauss says generally that competitive nuclear power in the U. S. seems to be more than five years away.

### Freight increase for appliances, tanks, oil

The Interstate Commerce Commission has approved a sweeping increase in railroad freight rates of about 2 per cent.

The increases affect a wide range of raw materials, manufactured goods, and products. Among the increases approved are: appliances, including stoves and furnaces, 3 per cent; petroleum and refined petroleum products, one cent per pound; metal containers, 3 cents per pound.

No increases were requested on L. P. gases or iron and steel pipe and fittings.

### Tax cut outlook still bleak

The outlook for any sizable tax cuts—either personal or business—is still bleak despite mounting talk in Washington.

Two main factors make a cut unlikely as things now stand:

1. Most economists still expect a business upturn will begin in the next few months, which will make a tax cut for economic reasons less necessary.

2. A tax cut of any size would throw the precariously-balanced federal budget into the red by as much as \$5 to \$8 billion. This would bring another round of inflation and make it tough for the government to finance the military buildup.

Strongest factor favoring a cut is the coming elections next fall. So, should the economic upturn fail to appear, there is an outside chance taxes will be reduced.

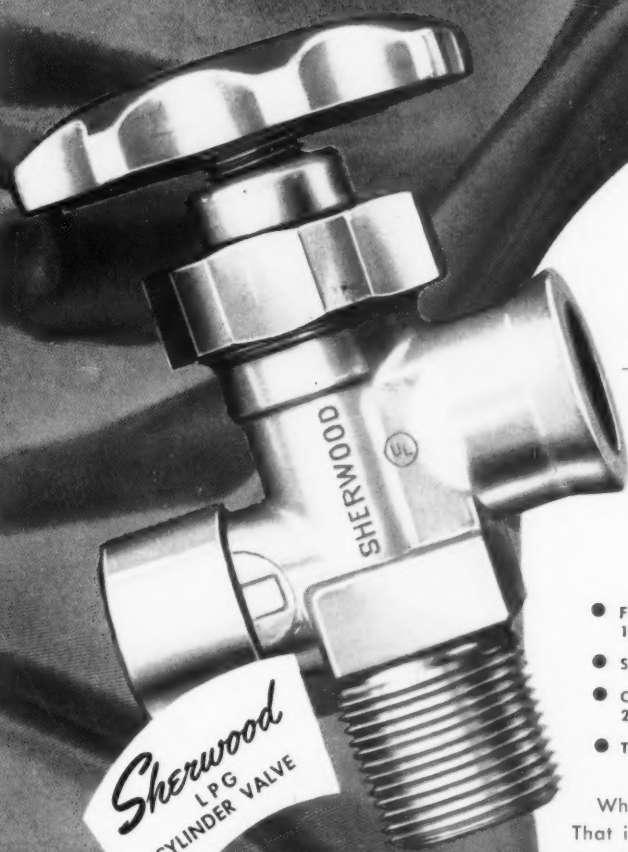
### Electric co-ops fighting back

Rural electric co-ops are fighting back bitterly to protect their subsidy 2 per cent loans.

President Eisenhower's proposal to require REA co-ops to pay interest rates on government loans that match the rate the government is paying to borrow plus enough extra to cover the cost of processing the loans has stirred up bitter protest among the co-ops. (He also wants authority to increase the amount of private capital invested in the REA co-ops.)

One rural power group is charging that the proposal would "virtually abolish" the REA co-ops and would "undermine the financial position of nearly all the 1000 rural electric systems in the United States."

The President's proposal is "the most radical that has ever been recommended to ultimately wipe out the rural electrification program," the National Rural Electric Cooperative Association contends.



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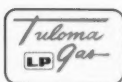
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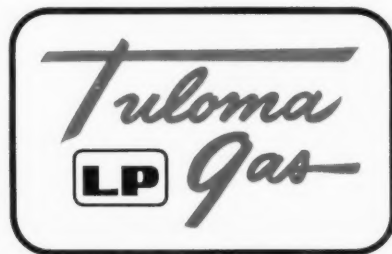
ing businesses today are contracting with Tuloma. Our many and varied services, backed by a vigorous expansion program, are planned for the immediate and future growth of our customers.

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# beyond the mains



## ECHOES OF THE LATE LAMENTED COLD SPELL

ELECTRIC HEAT PUMPS WERE NOT SO HOT IN CHATTANOOGA. During the February cold spell 19 electric compressors in heat pumps had to be replaced in a 22-house all-electric development. The three that lasted through the cold spell couldn't keep the homes above 45°. Result: Chattanooga Gas Co. has orders to install 17 new Ark-La all-year gas units. Of the remaining five, two owners had not yet been contacted at the time we went to press, and the three who elected to keep the GE Weathetron heat pumps are employees of TVA. Several of these heat pumps in the suburban Lake Hills development had operated successfully during the 1956-57 winter, which was unusually mild. But this year, when temperatures dipped to a frigid zero three times during February, they couldn't do the job. Nearly 1000 electric heat pumps are in use in the Chattanooga area. Now, despite cheap TVA tax-supported electricity, many owners are considering switching to gas to guarantee heat during protracted cold spells. LPG dealers are getting in on this in areas beyond the pipelines.

FLORIDA'S COLD SPELL MADE NATIONAL HEADLINES. It was the worst within the memory of some rather old Indians. We all heard about the loss of most of the citrus crop and winter vegetables--also that resort hotels were trying hard to fill \$50 a day rooms at prices as low as \$11. Our Florida correspondents tell us that in many places there was not enough electricity available to keep the heating customers warm, and that the whole state was short of heating oil, with deliveries late and customers rationed. There was much less trouble with LPG heat. In most cases supplies were available locally or could be transferred in before hardships developed. Consumption was at least twice as high as during normal winters, and many dealers worked crews until midnight to keep up with the demand.

PORTABLE LPG PLANT KEEPS KENTUCKY TOWN WARM. Several towns in southeastern Kentucky suffered from critical gas shortages. London, Ky., supplied with natural gas from a local field, did not have enough fuel available to meet the emergency demand. Good neighbor Delta Natural Gas Co., which serves several towns in the area through a connection with Kentucky Gas Transmission Co. pipe line, sent its portable propane standby unit over to London. It was connected into the city mains, and supplied from 20 to 25 per cent of the city's needs until the weather came back to normal. Other towns with standby plants got supplies of propane from Doe Run in trucks moving under police escort.



THE FUTURE SUPPLY OF L. P. GAS is closely tied in with the future supply of natural gas. Under the present regulations that supply is anything but certain. It is all muddled up in a welter of litigation following the Phillips decision of June 7, 1954. As present sources dwindle there must be new discoveries to keep the supply in step with the demand. This is not likely to happen under the present method of regulation, because it leaves no assurance that profits can be made on new production.

Exploring for new gas fields is tremendously expensive. Risk capital can not be attracted to such a venture unless profits can be expected. Exploration for both oil and gas are now at a long-time low. H. R. 8525 (the Harris Bill), now being considered in committee, is designed to assure future supplies by eliminating the present uncertainty. It sets up means of controlling prices at the well, based on public interest. It does not prohibit price increases, but is aimed toward making them predictable. If passed it should assure a fair price for the consumer and a fair profit for the producer. This bill will come up for vote in the near future. We suggest that you ask your congressman and your senators to support H. R. 8525.

MORE ABOUT TAXES ON COOPERATIVES. In testifying before the House Ways and Means Committee recently, Howard A. Parker, speaking for the Fertilizer Committee For Tax Equality, made a long statement closely paralleling the material in the article on another page in this issue. The final statement in his testimony is particularly worthy of thoughtful consideration: "In our economy, if one group is to go untaxed and another group is taxed, the former group will take over the latter group--it is just a question of time. In any event, it is the end of any semblance of our present economic system. The taxpaying, proprietary fertilizer companies join with other industries in the Committee and the Congress to require cooperatives in all fields of business to operate under the same tax rules as are imposed upon us by law."

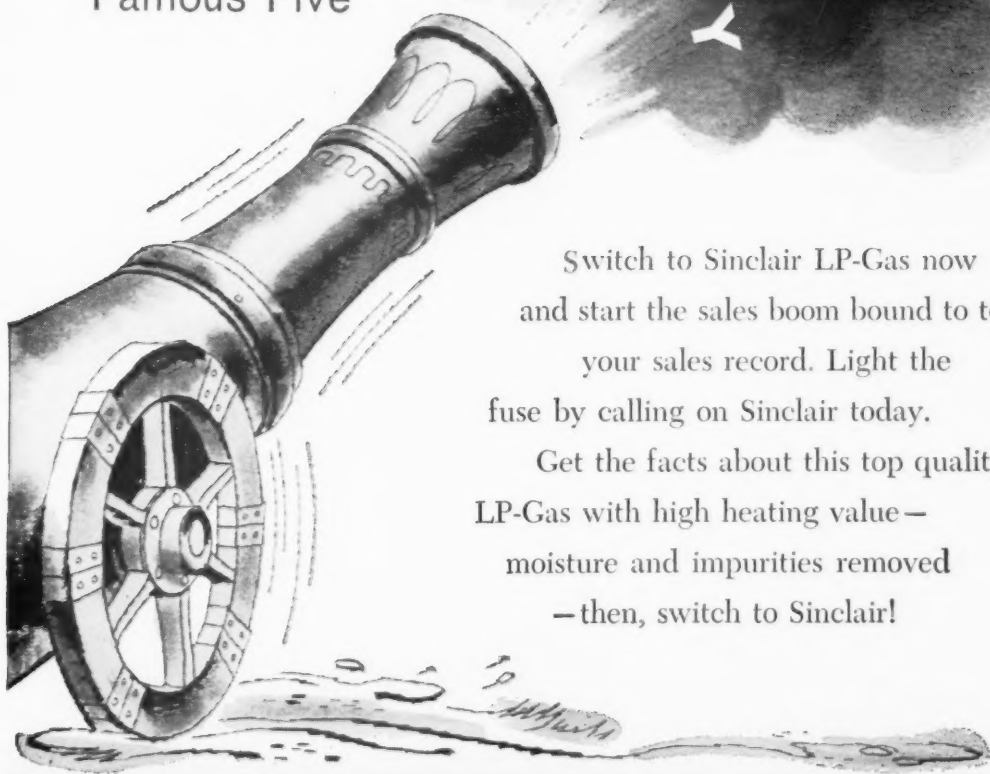
MOST IMPORTANT ISSUES ARE LEGITIMATELY DEBATABLE. There are facts for, and facts against. Few of us ever seek all of the facts. We accept those supporting our pre-accepted views, and reject those that are opposed. Thus our differences of opinion on these matters depend largely upon which facts we choose to ignore, and our choice is too often governed by self-interest based on the circumstances of our livelihood. But our problems of government, politics, economics and sociology go much deeper than that. We not only need to know all of the facts--which we do not--we also need to know what those facts mean-- which we do not--and we also need to know what they lead to, which we do not. All of this would require us to think, which we do not like to do because thinking is the hardest work known to man.

*Karl Abell*

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\*Philgas is the Phillips Petroleum Company trademark for its high quality LP-Gas (propane, butane).

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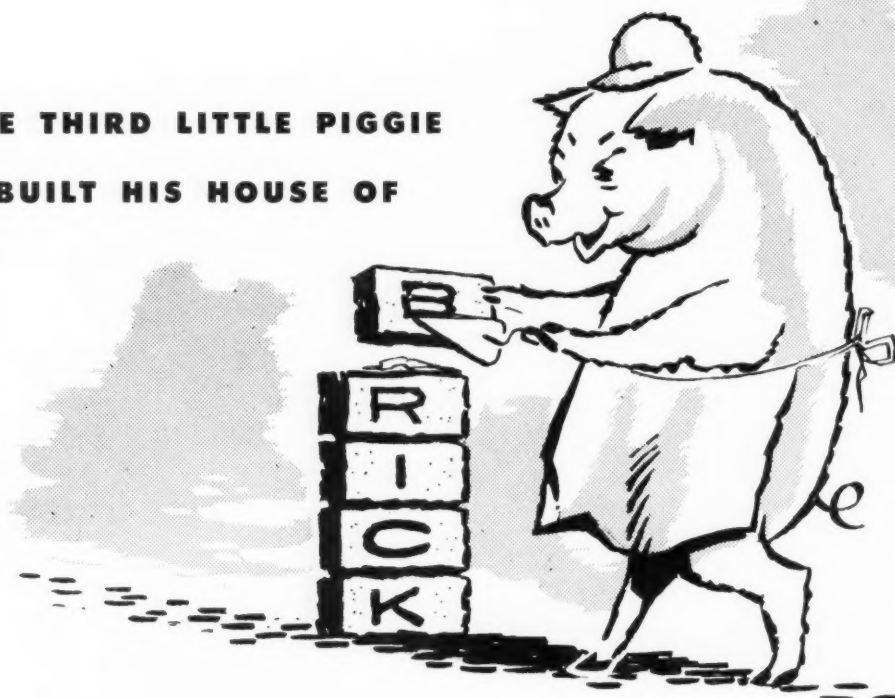
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ATC-2L .....	50 GPM at 1600-2000 RPM
TC-3 .....	100 GPM at 500 RPM
ATC-3R .....	100 GPM at 1600-2000 RPM
ATC-3L .....	100 GPM at 1600-2000 RPM

\* Complete descriptive literature, installation diagrams, and prices available direct from factory. The above figures show rated capacities and do not indicate proper delivery rates in some types of service. For full information write:

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## **No smoke, no odors**

**New gas  
incinerators  
can put more  
dollars in your  
cash register**

Seven manufacturers have just introduced new smokeless, odorless, domestic gas incinerators. In the model on the right, rubbish is burned at (1) and resulting smoke and odors are in turn burned with additional flame and air at (2) and (3).



**S**EVEN domestic gas incinerator manufacturers have met a major challenge head on with the result that L. P. gas dealers can now have a higher appliance sales volume and an increased gas load per home.

The challenge: to design and manufacture a no smoke, no odor, no flyash household incinerator.

The result: the gas incinerator is now destined to become a standard household appliance along with the range, refrigerator, water heater, and clothes dryer.

Although there are almost 40 million customers using either L. P. or utility gas, the Gas Appliance

Manufacturers Association reports there are now only 400,000 domestic gas incinerators in use. This is a market saturation of only 1/100th and shows that the field is almost untouched. One reason is that while the domestic incinerators on the market during the past years have been and still are good items, they have often been guilty of

literally "smelling up the neighborhood" and emitting smoke and flyash. As a result, although they save the housewife from bothering with garbage and combustible trash, they have been labeled in many areas as neighborhood nuisances.

In addition, there is a growing demand for clean air from citizens

**By MARTIN A. BROWER • Associate Editor**

BPN associate editor Brower writes this article from his authoritative background in the Public Information and Education Division of the Air Pollution Control District, County of Los Angeles.



Special viewing and smelling chamber was constructed by the Gas Appliance Manufacturers Association for this Chicago demonstration of the smokeless, odorless incinerators. Thomas H. Carey (right), Chicago's director of air pollution control, takes a look while GAMA managing director Harold Massey tries a sniff. Feeding garbage and rubbish to the three-chambered Calcinator Imperial is model Mary Jane Clark. The Calcinator is a product of Calcinator Corp.

throughout the nation. This demand has resulted in the formation of governmental smoke and odor abatement agencies in cities, counties, and states across the country. This trend has been especially noticeable during the past 10 years and several cities have taken major steps to curb such nuisances. Last year, the County of Los Angeles actually banned the use of so-called single chamber incinerators in the Los Angeles basin and this included the old-type gas domestic incinerator.

To make certain that gas incinerators are manufactured to the highest possible standards, the Approval Requirements Committee of the American Gas Association revised its approval standards so that only smokeless, odorless, flyash-free incinerators have been ap-

proved effective January 1 of this year.

### The solution

With perfect combustion, there is no smoke, odors, or any other obnoxious by-product, regardless of what is burned including garbage and old rags. Perfect burning lets only colorless, odorless carbon dioxide and water vapor escape up the stack.

In order to get perfect burning, three "Ts" are required: temperature, time, and turbulence. With the three "Ts" present, smoke and odors given off actually burn themselves up before they can leave the incinerator.

Although all seven of the newly-designed incinerators were individually engineered, all meet the requirements of the three "Ts"

through use of the same principles. Key to providing temperature, time, and turbulence is to have more than one burning chamber in the incinerator. Accordingly, each of the new models has two or even three combustion chambers.

The charge (material to be burned) is placed in the primary or ignition chamber where it is subjected to the main gas flame as in a single-chamber model. But from here, the products of combustion, instead of going up the vent and out, are baffled into a second or combustion chamber where a second gas flame and additional air raise the temperature and burn up the smoke and odors. Some of the manufacturers have provided the second flame through a second burner while the others use one burner with jets into both chambers.

Making the products of combustion travel into the second chamber to get more temperature also gives them extra time in the incinerator to allow them to burn themselves up. And, through being baffled into the second chamber, the combustion products are tossed around in a turbulent fashion which allows all parts to be subjected to air and heat.

Incinerators with a third or settling chamber give even more time and turbulence, but the need for a third chamber depends on the design.

Engineering an incinerator of this type is no easy matter. Introduction of flame and air and the flow of gases must be worked out with precision. But each of the seven manufacturers have models which have either passed the tests under the revised AGA approval standards or are undergoing final tests and are expected to pass. An average of 5 to 10 years of research went into each.

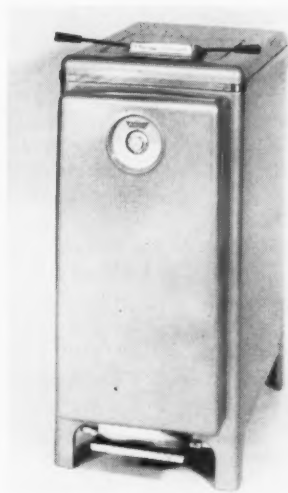
For explaining this principle to the customer, however, the LPG dealer need only use the term "double burning" or "triple burning" as the case may be. The best way to illustrate it is with a smoking cigarette over which is held a burning match. The smoke travels up to the match where it is burned in the flame. There is no smoke above the match.



## Smogmaster

The Smogmaster features a "V" shape, non-clog, Tilt-Matic heavy duty grate. Primary ignition chamber is of stainless steel, features 32,500 Btu burner. Available in hammertone gray.

Bowser Inc.



## Waste King

A ceramic maze acts as a catalyst to raise temperatures and speed combustion of smoke and odors in the Waste King. A dehydration cycle dries all refuse before combustion occurs.

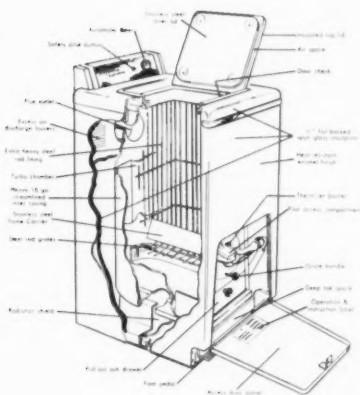
Waste King Corp.



**Martin**

Available in either white or two-tone brown porcelain enamel, the Martin sells for about \$150. The burner is "T" shaped with one section extending into the secondary chamber as an afterburner.

Martin Stamping & Stove Co.



## Majestic

A foot pedal lifts the charging door completely at the touch of a toe in the 30,000 Btu Majestic. This cut-away shows the suspended primary chamber. Smoke and odors are consumed in the Turbo Chamber.

The Majestic Co. Inc.



## Caloric

The Caloric features Jet-Stream action which draws products of combustion into secondary burning chamber. An automatic timer locks the incinerator door until the burning cycle is finished.

Caloric Appliance Corp.



## Warm Morning

A firebrick lining is used in the Warm Morning to prevent buckling, rust, and corrosion. The cabinet comes in two-tone green and its draw center grate allows dumping of non-combustibles into the ash pit.

Locke Stove Co.

Although all of this goes on inside the new incinerators, all the housewife has to do is throw in the refuse and turn a knob. The incinerator will do all the rest, including turn itself off when it is done. The operating period is usually one to two hours.

### The equipment

All seven of the new incinerators are appliance-styled. They come in white and light colored enamel finishes and are counter height—36 in. or a bit less. Most are about 22 in. wide.

Capacity of each is about 1½ bu. This is big enough so that the average family uses the incinerator only once each day. LPG consumption will run about ½ to ¾ gal. per day and so should be as good a load or better than the average gas range.

Most models will retail for \$175 to \$200 and all feature glass fiber and metal foil insulation which prevents the outside of the incinerator from excessive heat. All have full gas flow shut-off in case of pilot outage.

Both the desire of the customer and the ease of safe installation and venting must be considered in the installation of a gas incinerator. Location might be in the kitchen, the back porch, or the utility room. Clearances from combustible construction must be in keeping with NFPA pamphlet 52 (12 in. in most cases).

Incinerators must be vented, of course. NFPA 52 specifies a Type A (masonry, reinforced concrete, or metal smoke stacks) vent for incinerators. In most cases, therefore, existing masonry chimneys can be used. In all cases, sections 17 and 25 of NFPA 52 should be studied before making incinerator installations.

### Sales points

Gas domestic incinerators dispose of wet or dry paper and rags, garbage including bones, wood, even chicken feathers—in fact, everything but metal and glass. And the burning is done, as explained, without smoke or odors.

The new incinerators were officially presented to the public in a

demonstration sponsored by GAMA in Chicago's Sheraton-Blackstone Hotel. During the demonstration, a conglomeration of 7 lb. of chicken feathers, grapefruit rinds, egg shells, cabbage leaves, carrot tops, chicken heads and feet, steak tails and trimmings, coffee grounds, vacuum sweepings, toast, a big beef leg bone, and paper was reduced to a handful of fine gray ash.

At the demonstration, the venting was arranged so that the onlookers could see and sniff the incinerator exhaust. There was no visible smoke, no odors, and no flyash.

A typical family each day accumulates 3 to 3½ lb. of combustible material excluding paper for salvage. For most families, this means storing the garbage in the house until it can be carried out to the garbage can which must in turn be carried out front for pickup. In many areas, residents must pay a monthly charge for garbage collection.

GAMA considers that there is no such thing as garbage until food waste is allowed to stand around. That's a valid point. Garbage is a smelly, unsightly, and unsanitary mess that results from letting food waste accumulate. With a gas incinerator, the home does away with garbage completely.

Convenience is the big selling point for incinerators. No garbage cans, no trash cans, and no outdoor burning with its resulting smoke and odors. This eliminates cleaning and moving the cans, does away with odors, provides no breeding place for insects, and does not attract animals. Two additional considerations are the absence of fire hazards from storage of combustible material and the conservation of yard space while getting rid of a usual eyesore.

Putting it another way, benefits of a domestic gas incinerator include convenience, health, safety, sanitation, property improvement, and in some instances a saving in cost.

Ease of disposal of food waste and trash should be pointed out to prospective customers. Just open the lid, throw everything in (although wet garbage is usually wrapped in newspaper or placed

in a paper bag), and turn the dial to the time desired. That's all. Although usual operation is to keep dumping into the unit but actually turning on the gas only once each day, it can be used as often as one wants.

The small amount of ashes which are left in the ash drawer usually amazes even the most informed. The ash drawer is normally emptied twice each month. And, although it is not a complete fertilizer, the ash is reported to have value for lawns and gardens.

The market, as stated before, is almost strictly virgin. Even the 1/100th saturation reported nationally is concentrated at present in a few areas. Every one of an LPG dealer's present customers should be considered a prime prospect for an incinerator since they already have gas. And, the smokeless, odorless gas incinerator is just the type of appliance that allows the dealer to sell a gas installation to a non-gas customer and thereby get his foot in the door.

While the new incinerators are well suited to direct mail, newspaper, and radio advertising, a demonstration can really do the selling job. The demonstration can be in the showroom or outdoors, with a short vent to allow prospects to see and smell the exhaust.

Incinerator manufacturers are looking for a big year in 1958 and the LPG dealer is a natural to share in the appliance profits and the resulting gas load. As one man at the Chicago demonstration said: "The gas industry has come up with the right product at the right time." These incinerators are, of course, gas exclusively. There is no comparable electric or other fuel competition. The new multiple chamber incinerators have been called, and rightly so, "a new household appliance."

The seven incinerators and their manufacturers are Smogmaster, by Bowser, Inc.; Caloric, by Caloric Appliance Corp.; Warm Morning, by Locke Stove Co.; Majestic, by The Majestic Co., Inc.; Martin, by Martin Stamping & Stove Co.; Waste King, by Waste King Corp., and Calcinator, by Calcinator Corp. ■



*The second step . . .*

## CO-OPS SHOULD CARRY AN EQUITABLE TAX LOAD

By WILLIAM W. CLARK • Eastern Editor

*Let's end government financed competition*

**D**OWN in Washington, our nation's lawmakers have been spending the past weeks scratching their collective noggin as they try to perform the annual feat of budget balancing. In this, the first Congressional year of Sputnik, the job is tougher than ever. The delicate tightrope walk on the public's pursestrings has been made more precarious by the added burden of increased defense needs. These, the legislators have made it clear, must be shouldered without losing their grasp on the already-heavy barrel of pork.

Obviously, more money is going to be needed to do the total job and do it right.

The House Ways and Means Committee has been burrowing through the complex tax structure, looking for a member that isn't carrying its full load. For the first time in years, they're inspecting every beam and pillar.

We in the LPG industry can take some heart in their probings. It's beginning to look as if at least they will take some steps to put the bite on the biggest tax dodgers in the country today—the cooperatives, which include some of your toughest competitors, the so-called REA's.

There are differences of opinion as to the amount of revenue this move would produce. It's been variously estimated at anywhere from \$800 million to \$1.5 billion. This latter figure would go a long

way toward covering the added defense costs originally projected.

### Current plans not enough

The plans, as they are shaping up at this writing, wouldn't go far enough to wipe out the unfair advantage which the Congress long ago saw fit to extend to a wide variety of co-ops. What they would do, in the words of the U. S. Chamber of Commerce (which is advocating this particular type of reform) is "eliminate the hiatus which has been created between the amount that is deductible by a cooperative and the amount that is taxable to the 'patron,' which has

been created under some current tax decisions. . . . It is believed (says the Chamber) that the legislative intention at the time of the Revenue Act of 1951 was that there should be no such hiatus."

This would block the present practice of "allocating" refunds, and thereby escaping corporate tax on them without having to actually pay them out in cash. This dodge has enabled co-ops to amass huge surpluses out of which they have been able to buy up ordinary business enterprises, including competitors. By paying for them through tax-free future earnings, they can pay a price far in excess



The American business system is based on and thrives on competition—fair competition. The federal government has itself stymied fair competition by giving cooperatives the tremendous advantage of being virtually tax-free. This condition must be remedied. Cooperatives, especially rural electric co-ops, are the subject of this article. In the two previous months, we covered the REA. Next month: the TVA.

of actual value, which many businesses have been happy to accept—even if they were not necessarily in a mood to sell. In other words, the bonanza was such a fat one, they “couldn’t afford” to turn it down.

In the eyes of many businessmen and some Congressmen, this is only half a bill. Many co-ops are large, multi-million dollar corporations. Under the bill, they would still remain exempt from double taxation—the up-to-52 per cent levy that corporations pay on *all* profits and the tax which their stockholders must pay on the portion of these that are distributed to them.

### Erase double-tax exemption?

There are those who would erase this exemption. But the Chamber and many Congressmen and businessmen look upon these advocates of double-taxation as extremists. The Chamber's viewpoint is important to us all, since it is the voice of a large segment of the nation's business firms. Why does it take the more moderate view of this situation?

Well, there are several reasons. For one thing, the Chamber has been a front-rank fighter against double taxation, and still is. To advocate it for somebody else would be inconsistent, presumably. Then, secondly, the Chamber is not anti-co-op, and any bill that imposed double taxation would go a long way toward destroying them. Treated as ordinary corporations, they would have no reason to exist as anything else. Furthermore, many co-ops are *not* incorporated, and in the eyes of the law are looked upon as partnerships. As such, they would not be subject to corporation taxes.

Among its members, the Chamber numbers many cooperatives. If at first blush this might seem an inconsistency, it does give us a clue to a basic fact that makes tax reform very difficult: the cooperative movement is tightly woven into the fabric of today's economy.

How did this come about?

### The growth of co-ops

It's a long story, and it has some sensational chapters. It's intertwined with the general philosophy of our tax laws, which seek to give

preferential treatment for certain worthy purposes but frequently wind up providing a convenient loophole for operators.

Some of the results have been shameful—for example, the exemption of charitable and educational institutions gave rise to a number of so-called “foundations” formed only for the purpose of dodging taxes. There were the sale-and-lease-back arrangements, whereby businesses could sell their properties to tax-free educational institutions and lease them back thereby avoiding taxes. There were a number of instances of charitable schools and colleges buying up all sorts of businesses, ranging in scope from noodle extruding to horse racing, and scooping off the profits without paying taxes.

These were all outlawed in 1950. But as for cooperatives themselves, they have remained relatively free of the fetters of taxation which the ordinary businessman must lug around with him as he seeks to build his company. It's not that such huge enterprises as Sunkist, Land O'Lakes Creameries, or the multi-million dollar Consumers Cooperative of Kansas City really need this sort of help. They merely managed to qualify under a set of codes that were established over the years to help the “little man.”

Cooperatives had their start more than a hundred years ago, but until the federal income tax was born they didn't make too big a splash in the U. S. economy. Started as a means of enabling the small farmer to market his produce in an economical manner, enjoying the advantages that accrued to the big boys, they were for many years of only local importance.

But in 1913, income taxes were born. And three years later, the Revenue Act specifically exempted all who could qualify under this classification:

“Farmers, fruit growers’ or like associations, organized and operated as a sales agent for the purpose of marketing the products of its members and turning back to them the proceeds of sales, less the necessary selling expenses, on the basis of the quantity of produce furnished by them.”

At the time, nobody got very ex-

### A tax-free co-op sets poles to bring electric



cited about it. The corporate tax rate was only 2 per cent, so there was no great rush to get in on the bonanza. But over the next decade, legal provisions were quietly but persistently broadened. Purchasing co-ops were allowed the same tax-free privilege. All co-ops were permitted, and encouraged, to incorporate so that the members could escape personal liability—a status for which ordinary business enterprises must pay *increased* taxes. They were permitted to build up “reasonable” reserves, whatever that might mean.

They were permitted to do business with non-members as well as members, to engage in financing operations, and to act as principals rather than as simply agents.

### Act of 1926 opens door

The 1926 Act was the one that really opened the door. It provided exemption for “farmers’, fruit growers’ or like associations organized and operated on a cooperative basis (a) for the purpose of



## current to compete with heavily-taxed LPG dealers

marketing the products of members or other producers, and turning back to them the proceeds of sales, less the necessary marketing expenses, on the basis of either the quantity or the value of the products furnished them, or (b) for the purpose of purchasing supplies and equipment for the use of members or other persons, and turning over such supplies and equipment to them at actual cost plus necessary expenses."

Note, they were no longer confined to sales agencies—and they could either sell or buy.

Furthermore, in order to make clear that they could own capital, issue stock, buy or sell in their own name and retain their business earnings, the law provided that no association should be denied exemption on the basis that it had capital stock if the dividend rate was fixed at not more than 8 per cent, and substantially all the stock was owned by producers; nor would the exemption be denied if, instead of operating at cost, it

made profits and accumulated and maintained reserves.

The law also provided that the co-ops need not limit their activities to members, but could market the produce and purchase supplies for non-members in the same volume as for members.

Any enterprise that could comply qualified to operate tax-free—and hundreds of them did just that. Others that couldn't qualify under these provisions could still escape tax payment by "allocating" profits to its members. That is, they need not part with the cash—they merely issued stock equity certificates to their "patrons," or used some other device which accomplished the same ends.

### Become a co-op, save the tax

As the level of our income tax rates continued to rise, the idea of reorganizing as a cooperative became ever more attractive. More and more businesses put on the co-op cloak. This form of organization made possible enterprises that would not have been profitable if forced to pay income taxes. Together with low-cost government money, it helped REA co-ops to come into existence.

The story of Welch Grape Juice shows how this switch from a profit-making business to a profitable co-op can be handled. In 1945, one Jack Kaplan bought controlling interest in Welch and at the same time organized the National Grape Cooperative Association. In 1949, Welch offered to sell all but one of its plants, plus its net current assets and the Welch label, for \$8 million, \$3 million of which was to be paid by the grape producers at a rate of \$60 per ton of grapes delivered. The offer was turned down by the producers, who wouldn't agree to pay the \$3 million out of their own pockets.

In 1952, Kaplan contracted to sell Welch to the op-op for an indeterminate price. The purchase would be paid for out of Welch earnings, which would be divided up among the producers as patronage dividends under a profit-sharing agreement. In this manner, profits would be exempted from income taxes.

By paying for the company in this manner, the co-op was able to

pay over a period of several years a total price of \$29 million. This was more than 3½ times the \$8 million price the producers had refused to pay in 1949, yet it was paid out of tax-free earnings so it didn't cost individual producers an out-of-pocket cent in cash. For them, it was a good deal—as it obviously was for the stockholders.

It has been through such transactions as this that cooperatives have grown into big businesses, and have been able to buy up companies that an ordinary, taxed corporation would not be able to touch.

### Indignation growing

In the past few years, indignation over this sort of goings-on has been growing. Many industry groups have been formed in an effort to achieve "tax equality," and one inter-industry group, the National Tax Equality Association, is acting as spokesman in Washington for a number of industries—including LPG.

Three dozen or more associations are actively campaigning on their own. Among them are automobile dealers groups, radio-TV dealers, hardware men, furniture associations, pickle packers, coalmen, retail tobacco dealers, peanut shellers, and many others. One of the most vocal of these groups is the International Association of Ice Cream Manufacturers.

Through the efforts of such organizations as these, progress is being made. Tax equality has an ardent spokesman in Congress, Rep. Noah Mason of Illinois, and through his constant needling, the House has taken some positive steps toward this goal.

The only real tax-equality law that has been written, however, is the 1951 Revenue Act, which placed levies on "unallocated" earnings. Whatever the co-op wished to allocate in the way of patronage dividends was non-taxable to the co-op. The intent of the Congress was that the individual member should be liable for personal income tax on the patronage dividend.

This law failed completely to achieve its aims. The co-ops "allocated" most of their profits—that is, they issued certificates or other

forms of paper to members, representing their share of the profits, but in most instances paid them no actual cash. Thus they could continue to build huge cash reserves, which were virtually tax-free. The member, then, would do the tax paying.

Obviously, individual members objected strenuously to paying income taxes on a piece of paper. The matter ultimately found its way into the courts, where it was decided (in the Carpenter case) that the certificates "did not constitute income," and therefore could not be taxed.

### **Back where we started**

So things were right back where they started. The only tax that was—and is being—collected is a token amount, based on whatever profits are not "allocated." How little this amounts to is shown in a study made in 1953 by the Farmer Cooperative Service of the United States Department of Agriculture.

The USDA gathered data on 25 major regional farm supply purchasing cooperatives. Its compilation showed that the 25 had 8689 retail outlets doing annual sales of \$1,332,406,868, netting \$37,057,483. On this they paid a total of \$2,379,196 in federal income taxes (15 of them paid nothing). They paid out in cash dividends a total of \$13,813,350, retaining in cash \$20,688,147. Their total net worth was \$313,724,469.

The per cent of net income paid in taxes was 6.5 per cent over-all. Corporations making equivalent profits would have paid 51.4 per cent, or \$19,045,948.

With this and other advantages, rural electrification and other co-ops have expanded at a tremendous rate, and have been able to smother competition. The electrification co-ops, for example, have established super co-ops that in many areas threaten to engulf privately owned electric utilities.

There is good reason to hope that at least a part of this advantage will be wiped out in this session of Congress. For the first time in years, the House Ways and Means committee has begun to consider the entire tax situation. This opens the door for proponents of tax equality for the first time in

years. Heretofore, when either Dan Reed or Jere Cooper headed the committee, they refused to even consider taxing co-ops, which were their particular pets. But Dan Reed is no longer chairman and Jere Cooper is dead, so Wilbur Mills of Arkansas has taken the reins. He has promised to cover the waterfront.

Last fall, the American Bar Association formulated a set of tax proposals, among which was one calling for a new law that would effect the intent of the Congress relative to cooperatives when it passed the 1951 Act. This proposal was adopted by the U. S. Chamber of Commerce and presented as its recommendation in a Ways and Means Committee hearing on Jan. 13. The Chamber is optimistic over its possibilities for passage.

### **Rural electrification co-ops**

Where, now, should the L. P. gas industry stand in this matter? We would all like to see the REAs liquidated, if possible — not as purveyors of essential juice to the farms of America, but as untaxed co-ops expanding at a fantastic rate with cheap, 2 per cent money. We feel they should be made to pay their way—both ways. It's time they were made private businesses and forced to compete on even terms.

The bill the Chamber has proposed will help. And the President, in his budget message, said he would propose legislation to help REA borrowers obtain financing from private sources where the security is adequate and the loans can be repaid within a reasonable time. Such legislation would presumably permit the government to insure private loans or give private lenders first claim on rural borrowers, ahead of the government.

This is certainly another step in the right direction. But it does not go far enough. The President still asked for \$206 million for new REA loans for fiscal 1959, which is not too much less than the last budget provided. This is certainly enough to perpetuate the agency far into the future. And actually working out a program to cut the borrowers loose from REA is likely to be pretty complicated.

Considering the nation's temper in this year when Sputnik casts its speeding shadow over all our thoughts and plans, it appears the iron is hot. Cooperatives do not throw as much weight around the halls of Congress as they might think—at least, that's the opinion of Noah Mason. And the tax equality people appear to be gaining in strength.

### **Our golden opportunity**

This is the year of the Golden Opportunity to wipe out these tax inequities. But it is going to take work, and it will be necessary to "lay it on the line" with your senators and congressmen. Whether you choose to work through one of the tax equality groups, or through your own industry association, now is the time to strike.

The national LPGA is officially lined up in support of corrective bills that have already been introduced, but this does not go far enough, because the bills now being considered do not cover the entire situation. Then too, many of our senators and congressmen have always paid more attention to the narrow areas of their own districts than to the interests of the entire nation.

These men listen attentively to their own constituents, for the simple reason that they have a problem of future employment. Your state association may carry more weight with your particular senators and congressmen.

But even if your representatives in Congress are big enough to place national welfare above pork barrel politics, and some are definitely that way, it will still be of value to get your state association into this act, and back up its efforts with a flood of mail from individual dealers and other broad-gauge businessmen who would like to see both fair play and lower taxes on their own operations.

Your chosen representatives in Washington are listening, and they do not know as much as they should about this competitive situation. You can and should tell them personally as well as through your state and national associations and through the tax equality organizations. ■



# BRITISH COLUMBIA

## How LPG holds the line in the Pacific Northwest



### PART TWO

By MARTIN A. BROWER • Associate Editor

**N**OWHERE in the Pacific Northwest is cooperation between utility gas companies and L. P. gas dealers so pronounced as it is in British Columbia. As in the United States, Canadian utility companies have contracted with LPG dealers to hold customers on L. P. gas until natural gas mains can be extended. But whereas U. S. utilities lease bulk tanks from LPG dealers for customer holding operations, B. C. utilities finance the purchase of such tanks for the LPG dealer.

Here's how it works. When a utility company wants to add new customers to its gas mains, but the mains do not yet reach to the area, action must be taken fast or one

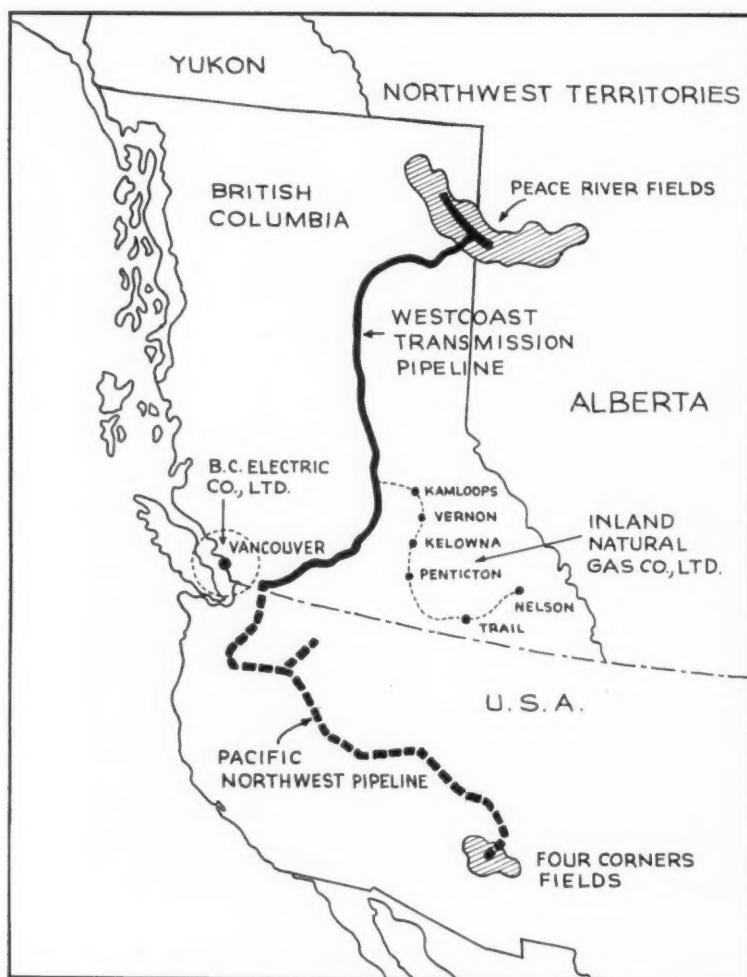
of the other fuels—especially oil—is liable to snatch the prospective customers. Competition is rough for the heavy, almost year-round, heating load. The fact that natural gas will reach the area in a matter of months is of little interest to most contractors and

families. They want heat right now. That's where the L. P. gas dealer comes into play.

#### Utility company buys tanks

In the case of a housing tract or community, the utility gas company

**This is the second in a series of three reports by BPN associate editor Brower on his 2500 mile trip to investigate utility gas company-LPG dealer cooperative operations in the Pacific Northwest. The first report, in the January, 1958 issue, concerned the Seattle, Wash., area. This report relates activities in British Columbia. Part three will cover the rest of Washington State and Portland, Oregon.**



Natural gas first came to southern British Columbia from the United States, now flows in from Canada's Peace River fields. The map shows B. C. Electric Co.'s and Inland Natural Gas Co.'s areas of distribution and cooperation with Rockgas Propane.

pipes the area for natural gas, equipping each home with a regulator and meter. At a point where the piping system or grid will eventually tie into the natural gas main, the L. P. gas dealer installs a nest of 1000 gal. tanks, exactly like in the Seattle area. These tanks are actually purchased by the utility company, which finances the cost of the tanks and the cost of their installation. By written contract, the L. P. gas dealer agrees to buy the tanks from the utility company at the time natural gas comes to that particular area. The tanks are bought by the dealer at 10 per cent less per year than the price originally paid by the utility.

The tanks are kept filled by the

LPG dealer who bills the utility company at a contracted LPG price. The utility bills the customers at the price of natural gas. The difference between the price of LPG and natural gas is subsidized by the utility which chalks it up to market development. Holding the customers on LPG therefore costs the utility the difference between the price of LPG and natural gas; 10 per cent per year of the cost of a bulk tank; and the cost of the tank installation.

But the utilities realize that the cost is well worth having the load waiting when natural gas mains are extended.

Natural gas arrived in British Columbia from two directions—

north and south. Gas from the south flowed into southern B. C. in November 1956, when the Pacific Northwest pipe line brought natural from the Four Corners area of the U. S. Gas from the north began to flow one year later when the Westcoast Transmission pipeline was opened from Canada's Peace River fields in northwestern Alberta and northeastern B. C. The two pipelines connect at the international border and by this time all of B.C.'s gas comes from the north with the surplus flowing down into the U. S.

Two natural gas utility companies distribute gas in southern B. C. One is the mammoth gas and electric (and public transportation) utility British Columbia Electric Co., Ltd. Known as B. C. Electric, the company provides gas for Vancouver, Canada's third largest city, West Vancouver, the city and district of North Vancouver, Burnaby, Richland, New Westminster, and the Fraser Valley north and south of the Fraser River.

The other utility is Inland Natural Gas Co., Ltd., organized in anticipation of the coming of natural gas for distribution in the interior of southern B. C.

Working with both of these utility companies is Rockgas Propane Ltd.—newly merged with Bibby's Pacific Propane Ltd. (Both LPG dealerships are now owned by Great Northern Gas Utilities.)

### Vancouver, B. C.

"L. P. gas dealers have played an important part in bringing natural gas service to a number of outlying residential communities within the service area of B. C. Electric Co.," stated George Hargraves, manager of industrial sales for the utility. "The company has been hard pressed to extend its natural gas facilities fast enough to keep pace with the widespread demand for service.

"In selected areas where new sub-division construction—usually 25 to 30 homes—imposes an immediate need for service, and where trunk main facilities would ordinarily take too long to build and still retain the load, the company proceeds with a local distribu-

tion grid and calls in an L. P. gas dealer to supply the fuel."

The usual arrangement is for the building contractor to loan the site on which a nest of 1000 gal. tanks are located. The tanks are installed by the LPG dealer and the tanks, installation, and all LPG put into the tanks is charged to the utility. Last season the utility bought the LPG at an 18 to 19 cent per gal. rate and billed its customers at an 11 to 12 cent per gal. rate.

The 1000 gal. bulk tank size was chosen because of its versatility in other applications when it is bought back from the utility by the LPG dealer. Another advantage of that size is the greater surface area which therefore requires no vaporizer.

A vaporizer was used, however, in the largest tract held on LPG, according to D. Ross McRae, general manager of Rockgas Propane. This was a tract of 60 homes which required a nest of six 1000 gal. tanks.

Although all house piping is designed in accordance with the code that governs natural gas installations, appliances in the homes held on LPG are naturally set to operate on L. P. gas. When natural gas reaches the area, the utility converts the appliances for operation on natural.

Last winter, Rockgas held 229 customers on LPG, mostly subdivisions. At present, B. C. Electric—like the other Pacific Northwest utilities—has pushed out about as far as it wants to go until some of the money put out for gas mains starts coming back in, according to Ted Fox, publicity director.

New construction has been the sales goal for the utility and will continue to be the goal when expansion is again begun, Mr. Hargraves emphasized. He said that B. C. Electric is not trying to get present oil heat customers to convert to gas.

B. C. Electric concentrates on selling gas househeating to new construction. If the firm is successful in selling that, the next move is to sell an all-gas home by promoting the savings possible through an all-gas rate. Once a customer goes to gas heating in this part of the country, he will almost always go to gas water heat-

## British Columbia... Gas cooking lags behind heating and water heating

ing, Erl F. Campbell, B. C.'s advertising director, said. He added that gas cooking lags behind heating and water heating, but the number of homes that have gone to gas cooking is more than was expected.

### Promotion benefits dealers

That L. P. gas dealers have profited from utility company gas promotion was agreed on by all three utility men—Mr. Hargraves, Mr. Campbell, and Mr. Fox.

When natural gas comes into a new area, B. C. Electric puts on a gas cooking school which attracts L. P. gas customers as well as those who will be served by natural gas, explained Mr. Fox. He also pointed to the extensive promotion that goes on in a new area and how this promotion is bound to find its way into L. P. gas territory.

Each month B. C. Electric issues a publication called "The Tie-in." This lists the utility's complete advertising schedule for the next two

months giving names of newspapers and dates when ads on a particular subject will appear. The utility makes arrangements with the newspapers to hold space open in those issues for tie-in ads from LPG and general appliance dealers. Also listed are subjects that will be advertised during those two months on outdoor posters and car cards.

Sales of natural gas appliances by LPG dealers as well as the gain in LPG appliance sales since the coming of natural gas to Vancouver was pointed out by the B. C. Electric officials. "The L. P. gas dealers have been both active and successful in the sale and installation of natural gas appliances," Mr. Hargraves said.

Participation of LPG dealers in gas shows being staged by B. C. Electric was hailed by advertising manager Campbell. The utility puts on a show in a community in which gas has just arrived or will soon arrive and invites dealer participation. LPG dealers usually have a booth in the show, Mr.



Ross McRae (right) heads operations of Rockgas Propane Ltd., Vancouver, B. C. Newly merged with Bibby's Pacific Propane Ltd., the company has 12 plants, is building a 13th, and has 15 sales outlets. Mr. McRae is shown with Rockgas sales manager Ford Bond at the celebration of the opening of the Newton plant.

Campbell explained. This shows prospects that the appliances being promoted can be had anywhere—gas mains or not.

### Rockgas likes arrangement

Rockgas Propane has certainly profited from its relationships with B. C. Electric, Rockgas general manager McRae told BUTANE-PROPANE News. He is well pleased with the holding operations his dealership has performed for the utility.

Mr. McRae looks at the tank arrangement as a "refundable deposit" which B. C. Electric puts up when Rockgas installs a nest of bulk tanks at a housing subdivision. In addition to homes, the LPG dealership has held several Safeway markets for the utility until natural gas mains could be extended to them.

LPG is wholesaled to the utility when used at these large projects, Mr. McRae stated.

Mr. McRae sees city gas as a big help in making people in his marketing area gas conscious. He ex-

pects the demand for L. P. gas heating to exceed the supply during the next few years. Rockgas did lose customers to natural gas when it invaded the Northwest, Mr. McRae agreed, but his firm is replacing the customers rapidly and has been able to relocate bulk tanks as soon as they are taken out. Rockgas is still buying 500 gal. tanks. Cylinders, however, are stockpiling to some degree. But total LPG gallonage is well up this year over last.

"LPG cannot hope to compete with natural gas, so the only answer is to work together," the Rockgas general manager explained.

Mr. McRae emphasized that Rockgas wants to sell propane appliances, not natural gas appliances. But, natural gas appliance sales have been good and he is certainly not turning down any buyers.

### The B. C. interior

Unlike B. C. Electric which distributes natural gas to the heavily populated southern coastal area of British Columbia, Inland Natural Gas Co., Ltd. covers many miles of lightly populated territory through the interior of B. C. Arrangements have just been completed for Rockgas Propane to hold customers on LPG for Inland in the same way it presently works with B. C. Electric.

Rockgas has four plants in the southern interior of B. C.: Penticton, Kelowna, Vernon, and Kamloops. Inland Natural will run its transmission line from the West-coast Transmission pipeline right through these four cities and around to Trail and Nelson. Rockgas will cooperate in holding customers through its bulk plants in the four cities. Depending on how long it takes to complete the gas mains through that rugged terrain, the Rockgas holding operations in those areas might turn out to be relatively long-term affairs.

Before arrangements with Rockgas were completed, Inland's sales manager Andrew A. Irwin was looking into the possibility of purchasing LPG tanks and bulk trucks and holding customers on LPG without the aid of LPG dealers. Such plans have now been put to rest, at least for the present. The

utility does handle some limited cylinder business for individual homes which will not get natural gas until they are tied into the mains.

Inland Natural recently completed a 300 mile traveling "Hall of Flame" show which promoted gas in many of the 40 areas through the B. C. interior which will one day be served by natural gas, Ed Mead, Inland's public relations director, reported. LPG dealers tied in with the show at most of the stops, he said. He added that his firm plans even more extensive educational and promotional projects to acquaint the populace with the benefits of gas. He, too, believed that LPG dealers will be sure to profit from this and stressed that their cooperation will be sought all the way. The territory Inland will enter is now very heavily LPG. In many places, wood and sawdust rather than oil is the big competitor for house heating.

Dealer McRae summed up the entire B. C. cooperative program in this way: "It is our intention at all times to work as closely as possible with the utility companies. We have been very pleased with the working arrangements we have been able to have with the B. C. Electric and Inland Natural Gas companies. On the whole, the tremendous promotion that is being given to natural gas both on the coast and in the interior seems to be benefiting us in obtaining new customers for propane gas."

Rockgas Propane's holding operations described above are all involved with the recent coming of natural gas to the area and the resultant expansion of mains by the natural gas companies. But a similar program is also being carried on where a utility undergoing normal expansion is working with Rockgas. At Nanaimo, B. C., which is on Vancouver Island, B. C. Electric operates a propane piped town plant. Whenever a new customer comes into the area or converts to gas, and the utility is unable to extend its mains immediately, Rockgas takes care of the customer's propane requirements on a temporary basis. It's good business for the utility and for the LPG dealer and helps hold the line for gas. ■



Dominating the Vancouver, B. C., skyline is B. C. Electric's new 21 story building completed last March.



**T**WO-WAY radio has cut an estimated 1000 miles a month from the total truck mileage needed to conduct our present LPG volume at Skokie Valley Hicksgas Inc., Skokie, Ill. Because of this, we can now handle about 33 per cent more business with the same number of vehicles.

And it is precisely for this reason that we've just expanded our original radio operation at Skokie Valley to also include our West Suburban and Park Forest companies.

The three companies are located in northwestern, western and southern suburbs of Chicago, respectively, and serve domestic and industrial accounts in the entire metropolitan area.

Our radio history started in late 1956 when we installed a Motorola 460 mc, base station and seven



### CASE HISTORY

## ***Radio saves Illinois dealer 1000 truck miles per month***

By **ROBERT M. HEMPHILL** • Executive Vice President, Skokie Valley Hicksgas Inc., Skokie, Ill.; West Suburban Hicksgas Inc., Lyons, Ill.; and Park Forest Hicksgas Inc., Park Forest, Ill.



Skokie Valley Hicksgas can now do 33 per cent more business without adding any more rolling stock, thanks to two-way radio.



Skokie service manager Jim Wilson radios a service truck to tell of a pilot light outage a few miles from the truck's present location but many miles from the office.

Motorola mobile units at Skokie Valley. After a year's experience, we became so convinced of the system's value that we put in similar operations at the other two companies.

Here's a few of the characteristics of the type of business we operate and how radio has shown itself to be a real necessity.

The three companies handle about 5000 domestic customers and about 1000 industrial accounts. Each of these areas is a story in itself, both for peculiarities and for the advantage of radio.

#### Radio in domestic delivery

The most unusual thing about the domestic business is its instability: almost all of our accounts are of a temporary nature, averaging about two years in duration. Natural gas is not a potential in the Chicago area. It is an actuality. However, the utility is quite far behind in capacity to serve all the homes who want natural gas. This is especially true in the fast-expanding suburban areas, such as the northwest where towns like Skokie have jumped in population from 12,000 after the war to nearly 50,000 now.

The entire area is a great expanding gas territory and until the utility is able to take over, we're

only too happy to sell these folks L. P. gas. We are not deluded that this business will last forever. But as long as Chicago keeps expanding outwards, the utility will be behind, and we will have more than enough to keep us busy.

A fluctuating situation like this is a natural for two-way radio. First of all, a majority of temporary accounts means we must be constantly removing and re-installing bulk tanks and making conversions. Our delivery routes are always changing, as new customers are added and old ones dropped. Here's where radio comes into its own.

Our initial installation of Motorola radio was on seven of our nine Skokie trucks. An A-frame, a service, and a rack truck for industrial accounts and four bulk trucks are equipped. The service manager's car also has radio. Unequipped are the second rack truck and a general purpose vehicle. This is the radio installation with which we are saving the 1000 miles a month.

Where do savings like this come in? Well, no matter how one plans, there are always customers beyond the regular routes. When they call in reporting a low tank, it usually means extra miles. With radio, we can dispatch the truck closest the account.

#### Uses degree days and meters

Although we work with degree days, drops do and will continue to occur. When these are off scheduled routes, it is extra mileage. Here again radio enables us to dispatch the closest man.

We are attempting to convert most of our customers to meter operation. Now, when a driver is deadheading back to the plant with only a small gallonage in the truck, we can dispatch him to one of the metered accounts, letting him drop off the dead weight there. Radio also lets us send the closest man to check a meter when there is some confusion with a customer's reading.

Conversely, just as degree days are a big help in themselves, the radio is helping us use degree days to better advantage. When one of our calculations goes wrong and a customer has to call in reporting a low tank, we can have our driver check any variables while he's at the home. He can report back with the radio or be given any special instructions. In the long run this will help make our forecasts more accurate.

Generally, two-way radio provides tighter control. This, plus a drive towards meter operation and the installation of larger bulk tanks, is leading us to larger summer deliveries. This again will allow either a reduction in the number of winter vehicles needed or an expansion of volume capabilities.

Already, the tighter control has cut a great deal of overtime. These savings have been passed on to the men in wage increases of 10 to 15 per cent. Even though a man is receiving time-and-a-half for overtime work, he doesn't care too much for long treks to the far end of the territory at dinner time. This control is especially helpful for our night time drivers. It's rather difficult to find a phone late at night to question the office. Radio eliminates this hunt.

#### Radio in installation and service

As happy as we are with radio for the delivery end of the domestic operation, it has turned out even better for the installation and service side of our business. With the constant reshuffling of tanks,

we use radio to keep in contact with the installation crews. After they pick up a tank from a former customer, we can often tell them over the radio of a new account in the immediate vicinity that a contractor has just reported ready for installation. Or again, a contractor might call requesting immediate installation so that a home can be warmed up for plastering. Here we can give prompt service.

The word "service" is a big one for us. We probably are one of the few LPG dealers who provide free burner and other service to our customers. The only charges ever made are for parts and for turning on a pilot light after it was ordered off for a vacation or the summer months.

Since we do not collect anything for our burner service, this part of the operation is pure cost. Without radio it is conceivable that we'd always have to have a man in the office to handle emergency calls. Now our service personnel can be out working on conversions or installations with no worry about possible service calls, since they will be informed immediately by radio if needed. Radio also lets us use our drivers for routine servicing such as adjusting a pilot light or something of a similar nature.

This free service is extended to

all customers, temporary as well as permanent. The industry should not dodge its responsibility to temporaries. We try to provide the same service as a utility and in this respect radio certainly is a great tool for minimizing the costs of a facet of our business that can never turn into a profitable operation.

### Radio in industrial delivery

As I mentioned earlier, we have quite a large number of industrial lift truck accounts. All told, we have nine rack trucks running regular routes to more than 1000 industrial plants. West Suburban operates five of these trucks because of the heavy concentration of industry in the western suburbs and the west side of Chicago.

We feel that the future great potential of the propane industry in our area lies in service to industry—a potential that is year-round in nature. Although there's a natural drive to propane powered materials handling vehicles by industry, closely controlled service is required for us to nurture that growth.

A manufacturer will not feel too kindly to propane if a vehicle out of fuel ties up an entire production line or shipping operation. For the most part, there's no problem. Our trucks run regular routes, dropping

off full cylinders for empties. But if an every-other-day customer runs an extra shift, the schedule is thrown off. With radio we can jump right over with the necessary fuel. New customers can be added to routes immediately.

In other instances, a factory maintenance man will put out the empties later than usual. Our man will have been there and gone. Radio enables us to catch the truck before he goes too far off course.

### Radio equipment

Service is important in this great potential industrial market. And just as important to our long range operational benefits is good servicing of the radio equipment. We have taken care of this by signing a maintenance agreement with Motorola which provides us a monthly preventive check of all units and any emergency service needed. The agreement calls for monthly billing at a set rate. This arrangement assures us of equipment in operating condition at all times.

One cannot miss the fact that we are a radio-operative firm. Pointing to the sky behind our Skokie headquarters is a 152 ft self-supporting antenna tower that provides us with necessary height for coverage of our operating area. Similar tall towers are used at the other two locations. We are leasing antenna space on the towers to other two-way users in the area. All three systems operate on the same Citizen's band frequency and so provide a means of point-to-point communications in emergencies.

In Park Forest we have radio on four of the five vehicles initially and on four of seven in West Suburban. It is only a question of time before all vehicles are radio-equipped. The three systems are being obtained from Motorola on a lease basis with option to buy.

There is nothing difficult in running an efficient business in the LPG industry. The rough part enters the picture in moving to as near perfect efficiency as possible. Radio is one means we've found that can eliminate a lot of the pitfalls connected with serving an area such as metropolitan Chicago.



Providing "never-out-of-gas" service to 1000 industrial customers is one of many uses for which Skokie Valley Hicksgas, Skokie, Ill., praises two-way radio.



## Photo report



Pictures

and captions

about

this

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and . . .



**EZY-LIVIN IN NASHVILLE**—Is it a houseboat or a trailer? It's both. Wesley H. Dyer makes houseboats such as Ezy-Livin (top of page) from trailers and calls them "the poor man's yacht." On board is an LPG-fired full-sized gas range and oven, an LPG refrigerator, and an LPG-fired water heater. Fuel is stored on board in the 40 lb cylinders shown above. There is room for four cylinders in the enclosed steel chamber located at the right rear corner of the craft. (Photos and report from BPN correspondent William R. Palmer.)



**PUMPING BACK A RIVER**—When rains in North and East Texas sent the Trinity River out of its banks last year, owners of the 7-J Stock Farm Inc., Midway, had a problem. To save pastures from heavy water, the floodwater had to be carried back over the levee protecting the farm (above) from the river. A pump, LPG-powered industrial engine, and a bulk tank were brought up to the edge of the farm and pushed 1500 gal. of water per hour out of the flooded farm and back into the river (at right, below). Despite the pumping, the 7-J lost 300 acres of pasture. (Photos and report from BPN correspondent C. C. Springfield.)







**DISHWASHING IN A TRUCK TRAILER**—Although the new \$1½ million home office and terminal of Denver-Chicago Trucking Co., Denver, Colo., is in the heart of utility gas lines, LPG was called in to heat dish washing water for 6000 persons at the dedication ceremonies. The main festivities were held on the huge, new freight dock. A line of D-C freight trailers was used to hold the prepared food, supplies, and equipment until needed. In one of the trailers an LPG water heater was set up (above) supplied by two 100 lb LPG cylinders (top left). The result: Baur's of Denver, the caterer, was able to supply clean dishes, silver, and glassware in record time. (Photos and report from BPN correspondent J. Arthur Thompson.)

... the other  
in the LPG industry



**MASS FEEDING BUSES**—Key to Dade County, Fla., Civil Defense mass feeding efforts in case of emergency will be six mobile kitchens, the first of which is already in operation (below). The LPG-powered bus carries an LPG-fired commercial range with nine burners, an LPG-fired three burner range, a 7.5 cu ft LPG refrigerator, and an LPG-fired circulating tank water heater. Fuel is supplied by a 280 gal. LPG tank mounted in the rear (below, left). The tank will allow operation for 36 hours. Plans call for an LPG bulk truck to accompany each bus to scenes of actual disaster. (Photos and report by BPN correspondent Max Hunn.)





# Sales Training Program



## PART 8

## How to sell gas ranges—2

By CARL ABELL • Editor

**N**INETY-NINE times out of a hundred your range customer is a woman.

Why bring that up? Because in most cases the salesman is a man. Many, many times he follows his natural instincts and presents his case as he would to a man. But a woman buys like a woman. She is not the least bit impressed by the fact that this range has copper alloy cast iron burners, or stainless steel burners, or ring burners, or star burners, or single or double burners—until she knows what those features mean to her in terms that are important in the life of a woman.

Engineering features, as engineering features, leave her cold. But engineering features interpreted into terms of better appearance, how easy they make it to keep the range looking clean and new, how they make her cooking easier and less time-consuming, and the results more perfect, more appetizing and wholesome—these are all mighty important to the little woman.

And since in most families the woman is the guardian of the family finances, all of the factors of cost that enter into the purchase and use of the range are important.

So the salesman's job is to show the lady how these engineering features will make living better for her and her family. And as we keep saying, the best place to do this is in front of a connected range. And the best and most effective way to do it, as we have

said before, is to show her and tell her at the same time. With the emphasis on the "show her," because the strongest, most lasting and most convincing impressions come to us through our eyes.

So it boils down to this—effective demonstration is the foundation of effective selling. And effective demonstration is presenting your story from her point of view, with the help of the range itself.

### Women design ranges

How will you present this to the lady in the most effective way? Has it ever occurred to you that the features of your range were not just created by engineers out of their inborn desire to create something. All of these features are answers to problems. And who has the problems? The people who use the ranges, mostly women. When you look at it that way, the people really responsible for the design of your range are the housewives of America. The men who do the detailed engineering are merely finding a practical and attractive way to meet the needs that have been developed in these millions of kitchens.

Now, Mr. Salesman, if you were a woman considering the purchase of a new range, would you prefer to look at one that had been *planned and designed by engineers*—in other words, by men—or would it have greater appeal if you were shown that the design was the result of liberal cooperation between women who know at first hand

what they need, and engineers who know how to make designs and materials to fit those needs?

Can you dig up a little history that shows that this is actually the background of your range? Can you provide some sort of record that shows the names of well known home economists who served as consultants on the design? Is there any survey data available to show that a large number of housewives were asked to vote on features and ideas that they considered important? And who tested and approved the finished model?

These details are important not only in building confidence and acceptance, but also as background in making your demonstration of the various features more effective. Starting with this sort of background, you can refer back to it time after time to confirm the impression that this range was designed by thousands of housewives. That is potent sales material. We hope you make use of it.

### Concentrate on benefits

Your demonstration will be most effective if you concentrate not on features, but on benefits. In demonstrating benefits you must show the features, but with this added advantage—you do not leave to her imagination the interpretation of the features. You do the interpreting for her, so there is no chance that she will come out to the wrong answer.

And don't take it for granted that the prospect is familiar with

any detail of your range. The features become an old story to you, because you see them and work with them every day. But this prospect is probably selecting a new range because what she now has is outdated or possibly even antique. Even if she has seen your range in the home of a friend, the odds are a thousand to one that she has only a fragmentary idea of all its modern features and what they will do for her.

So we repeat the earlier suggestions that (1) you perfect each phase of your demonstration and the patter that goes with it into a good "act"; (2) that you start the demonstration for each customer with a phase in which she seems to be most interested; and (3) when that phase of the demonstration is completed, you should go through all the rest of your demonstration in logical progression. This logical progression is important, since it develops the habit of covering each point in sequence, thus providing insurance that none of the important points will be missed.

Since pride is the strongest buying motive in most people, why not start with the appearance features? Point out the smooth modern lines, restrained use of color, rounded corners and coves, absence of gee-gaws and knicknacks to gather dirt, the chrome and porcelain enamel surfaces, the design for flush-with-wall installation, and everything else that makes it the kind of range that she would be proud to have her friends see in her kitchen.

Most of her cooking will be done on the top burners. That's a very good reason to discuss and demonstrate the features of the cooking top as your first step in the operational demonstrations.

### Getting to the top burner

A good link between the talk on appearance and the top burner details is to call attention to the handy arrangement and spaciousness of the range top. This will appeal particularly to the housewife who has been cooking on a small apartment model, and even more to the one whose high oven dreamboat was bought 30 years ago

and has been overdue at the junk yard for the past 15 years.

The polished griddle makes a nice working space, right on the range. And how about those valve handles? They are not nearly so apt to be turned on accidentally as are the old lever type valves that were standard equipment until just a few years ago.

And if she has small children, don't forget to emphasize the importance of the lock type valve handles with which your range is equipped. Yet they work so easily when you know the trick of releasing them.

This brings you naturally to the burners and the clean blue flame of a thousand adjustments. The special top burner controls, both of the center simmer type and the thermostatically controlled, are a housewife's dream. As a matter of fact, they were developed on the basis of housewives' need and the findings of the nations' best nutrition laboratories working on better cooking methods. They should have the full treatment in demonstration, along the lines outlined in earlier lessons in this series and as shown in the manufacturers' instruction booklets.

A griddle is included on the top of practically every large range. It has numerous features that have a strong appeal to the woman who has been cooking on a top that does not have this feature. Show her how the heat is distributed evenly so hotcakes come out perfectly. She

can also use it for grilling a wide variety of foods, or for browning meats that are to be braised or pot-roasted. And show her how the grease trough carries the drippings into the little catch tray, and how easy it is to clean up after the job is done.

Did you call her attention to the ease of keeping the top burner areas clean? If not, disassemble a burner assembly, and show her how little work it is to wash them at the sink and drop them back in place.

### Next comes the oven

This little demonstration on cleanliness leads naturally to the demonstration of the oven. It is also designed for easy cleaning. It disassembles just as easily as the top section, and goes back together in a jiffy. Everything is made of easily-cleaned materials.

And look at the size—a big Thanksgiving turkey, or an enormous standing rib roast, is no problem at all. The racks roll out easily, stay level, and have automatic stops so there is no risk of having a roast or a batch of pies slide off on the floor.

The precise thermostatic control, the roastminder and the automatic time controls all make good demonstration points. You aren't going to cook a roast during your demonstration, you say? Right—but isn't it effective to show her how simple it is to use all these automatic features, show her what to do with the controls and knobs, and have

## The electric industry claims "electric cooking is modern"

Is it faster than gas?	NO!
Is it cleaner than gas?	NO!
Is it more dependable than gas?	NO!
Is it safer than gas?	NO!
Is it more convenient than gas?	NO!
Is it more healthful than gas?	NO!
Is it cooler than gas?	NO!
Is it more efficient than gas?	NO!
Is it more automatic than gas?	NO!
Is it more economical than gas?	NO!
Is it easier to cook with than gas?	NO!

## Then in which way is it modern?

## SUGGESTED PROGRAM FOR SALES TRAINING MEETING NO. 8

1—Did your range manufacturer consult housewives and/or home economists in working out improvements for the present models? If not, you can build your own story on this point by analyzing the features of the range. Taking one feature at a time, work out a boiled down statement showing how each meets a recognized need of the majority of housewives.

2—Demonstration props are very important. The literature on demonstrations put out by your special burner manufacturer and the AGA show many effective demonstrations. Which of these would your sales staff use? Can they make the demonstrations effectively? Can their demonstration technique be improved? Taking your standard demonstrations one at a time, have your salesmen practice on each other to develop the most effective technique and talk to go with each.

3—The clincher is not what the salesman says, but what some other person says—and the more important the person, the more valuable the statement becomes. Assemble as many such statements as possible covering each important feature of your range. If you are short of such testimony, it will be worth while for the salesman to call on a few recent purchasers to ask their opinions. Go over these in the meeting, making notes of the most valuable reports. Write these up immediately following the meeting, and provide each salesman with a copy.

4—In the last part of this month's training article we give a point-by-point comparison of gas and electricity. This was to point out the fallacy of the competitor's claim that the electric way is the modern way to cook. This was intended only to build up the salesman's confidence—not to show or quote to a prospect. That would be defensive selling, and it is not the most effective way. It is much more effective to work these points into the regular sales presentation in such a way that they establish the superiority of your range and of L. P. gas, and if possible do it without reference to electricity. For example, they can show merely by turning on a valve that the gas flame is up to its full cooking heat instantly—it is the fastest means of starting a cooking job that has ever been developed. Work out such a demonstration and convincing statement covering each point analyzed in this comparison.

5—How many points in this comparison can you advance as reasons why more than 95 per cent of the cooking in restaurants is done with gas? Can you build a sales clincher around this idea? It's worth 15 minutes or more at the training meeting to work out these details and get them in shape for the salesmen to use.

her make the settings after you while you tell her how much time they give her for other activities? And tell her how perfect the results of this precision control will be.

By the way, on whose authority are you going to tell her about those perfect results? Is she likely to place more confidence in your statement if you just make an unsupported claim, or if you quote someone that she knows and respects? Your repertoire should be full of quotations for just such

occasions as this. It could be the home economics teacher of the local high school, or a well known cook who wins numerous prizes at fairs, or one of this lady's own friends or neighbors who happens to have the same feature on her range.

The point is that these little quotations or stories carry conviction that is not attendant on the claims of a salesman, who may or may not know just as much about the subject as the person quoted. The salesman has an axe to grind, and the party quoted presumably

has nothing to gain. Whose word would carry more conviction with you if your prospect were trying to sell you something?

There are many other features that can be shown about an oven, particularly if the one the prospect is using happens to be old, or if she is considering an electric range. A competitive talk for the latter case was included in the previous lesson of this series. Your manufacturer's literature and sales bulletins should give you details of the specific features for your line of ranges. With these details translated into results you are in good shape.

### Attention on the broiler

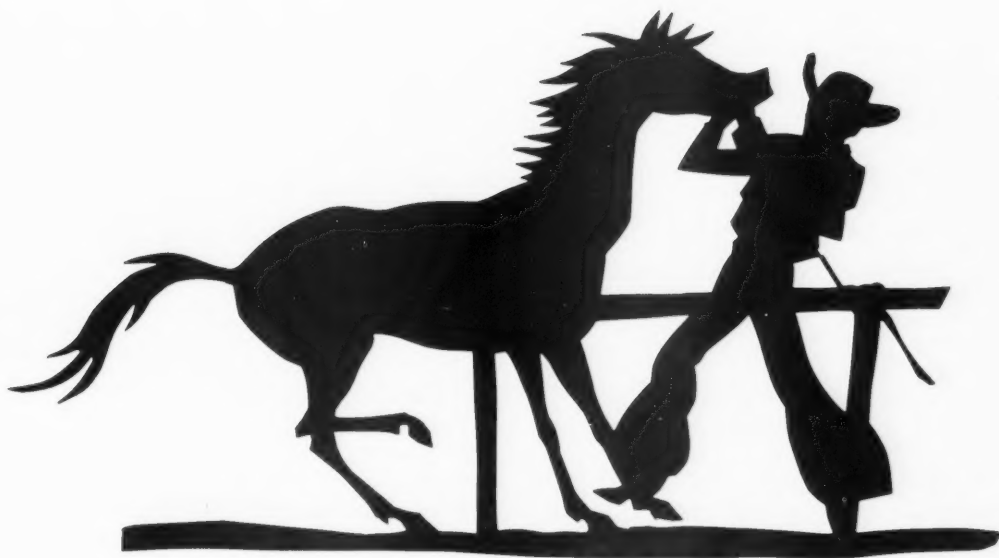
The broiler has been getting more attention in recent years than in the past. While there are still many housewives who make little use of it, the pressure is on, and that number is dropping rapidly. The efforts of home economists, dieticians and meat packers are all directed at increasing the trend away from fried and toward broiled steaks, chops, fish, etc. Probably an equally potent force in that direction is the increasing popularity of outdoor cooking, in which the emphasis is largely on broiling.

It all adds up to the fact that the broiler is coming to be a more important part of the range, and therefore warrants more attention by the salesman. And it offers a wonderful opportunity for a quick and effective demonstration.

The good old fashioned hot dog is the perfect tid-bit to use in demonstrating the broiler. It can be cooked in a jiffy because it is already pre-cooked. It is smokeless and almost dripless. If properly selected, the skin gets crisp and cracks invitingly, and it sends out a heavenly aroma. One is enough for a demonstration, and it can be cut in half and served on toothpicks to sustain the salesman while he impresses the prospect. There's nothing to clean up that cannot be taken care of with one paper napkin. And while this is going on, the features of the broiler can be shown.

Perhaps the broiler in your range has a rotisserie with one, two or three spindles. What a grand improvement this is for broiling





## *... gift horse?*

A horse's teeth may be sound, but he still can be as worthless as "the old gray mare." The same principle applies to LP-Gas supply contracts. You need to look farther than at what appears on the surface.

It can pay you well to ask your neighbor about his Sid Richardson contract. We offer you a custom-made contract to suit your specific requirements . . . a contract that assures you extra value.

### *Sid Richardson* GASOLINE CO.

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

#### REGIONAL REPRESENTATIVES

M. M. JONES  
5123 NO. NEW JERSEY  
INDIANAPOLIS, INDIANA

MARVIN L. DOSS  
509 GLEN HAVEN DR.  
ABILENE, TEXAS

H. L. SCHMIDLEY  
869 ST. PAUL AVE.  
ST. PAUL, MINNESOTA

WILLIAM T. CARL  
3105 DEWEY  
OMAHA, NEBRASKA

poultry, shish-kabob and a whole range of other delicacies that were just too much trouble to undertake with an old-style range. The new elevators for the broiler racks also mean a lot to the housewife in more perfect control of the broiling position and help for her aching back.

And don't overlook the fact that the gas broiler doesn't have to be cleaned as much or as often as the electric broiler—if you think there is a possibility of electric competition. And since there is a kilowatt in your competition in such a high percentage of cases, it might be well to end this discussion with some of the facts of life about gas vs. electric cooking.

### Gas vs. electric

Let's consider first the claim of the electric industry that "electrical cooking is the modern way." "Modern" is a joyful thought which creates a favorable emotional impression, but will it stand up under the stress of a definite meaning? What does it mean, after all? It gives a general impression of superiority. All right, in what respect is it superior?

Is it faster? No—in many ways you can demonstrate that your gas range is faster.

Is it cleaner? No—you can show very easily that gas is just as clean as electricity. Burning a gas flame under a pan does not leave anything on the pan that will show when wiped off with a white Kleenex. You can show very easily that a gas broiler is cleaner than an electric broiler. Also the gas broiler does not fill the kitchen with greasy smoke, as does the electric broiler. And the gas cooking top is infinitely easier to keep clean.

Is electricity more dependable? Definitely not. In all localities there are several power failures every year. L. P. gas does not go out of service when lightning strikes a transformer or the wind blows a tree down on a power line.

Is electricity safer? Emphatically no! Records of the National Fire Protection Association show that several times as many fires originate from electrical causes as from gas. More people burn hands on electric range heating elements than on gas burners. Why? You can see the flame when the gas is

on. The electric element gives no visible warning.

### Electric less convenient

Is electricity more convenient? Hardly. The effort required to operate a switch or a gas valve is almost the same. If the switches and valves are equally convenient in location, what's the difference? But on many electric ranges the switches are at the back, where the cook must reach over or around or between the pots and pans. That is certainly not as convenient, and the hazard of getting burned or scalded is much greater.

Is electric cooking more healthful? How could it be? If you want to split hairs, the odds are in favor of gas in the preservation of vitamins and minerals in slow-cooked vegetables. But just try to find a difference that is really big or important.

Is electric cooking cooler? They mean it keeps the kitchen cooler, no doubt. On range-top cooking there is no real difference unless the cook has a higher fire than is necessary under a pan. In baking or roasting, there may be a little difference in favor of electricity, since the electric oven is non-circulating. In broiling, plenty of heat escapes out that partly-open broiler door. The gas broiler door remains closed.

Is electric cooking more efficient? The top burners are less efficient to begin with because of the time it takes to get them heated up, and because they are controlled in steps instead of to the precise heat desired. They become less efficient with age. They lose efficiency with voltage drops, which incidentally generally coincide with peak demand as while getting dinner. The electric broiler is much less efficient than the gas broiler. The electric oven may in some cases be more efficient. Most likely when it is new, least likely as the heating element ages and loses efficiency.

### Electric less automatic

Is electric cooking more automatic? No. Any automatic control on an electric range may be duplicated in principle on a gas range, and the gas range thermostatic control is almost always more pre-

cise. The gas range thermostatic control works on the throttle principle, like the throttle on your automobile, while the electric range thermostat is of the "on and off" type. All other controls work just the same regardless of whether the cooking energy comes through a pipe or a wire.

Is electric cooking more economical? That goes into a large number of factors, most of which are generally overlooked. If you want to consider only the energy cost, there are generally odds in favor of L. P. gas. If you are willing to add the costs represented by investment and depreciation, there are heavy odds in favor of gas. The gas range costs less to buy and almost nothing to maintain, and it lasts much longer. The cost of maintaining the burners on an electric range over a 10-year period will go a long way toward buying a gas range.

Is it easier to cook on an electric range? Most people who have had experience with both ranges of modern design tell us it's the other way around. It is easier and more convenient to cook with gas.

Where then do Reddy Kilowatt's boys get this stuff about electricity being the modern way to cook? When you subject it to close scrutiny, it washes out at almost every important point.

It is only a war-cry, but it is effective because too many people are willing to accept it without thought or analysis. Or they may be offering it to impress the owners of obsolete gas ranges. Compared with a high-oven range of 1925 vintage, electric ranges of today are highly modern. They are even modern in comparison with gas ranges of today that do not include the modern improvements and automatic controls.

But put an electric range up against any of the "top-of-the-line" modern gas ranges, and make a point-by-point comparison, and electric cooking is equalled or beaten on almost every score. "Modern" is supposed to mean "better." You owe it to your prospective customers to show them which is better. And you owe it to yourself to see that they buy the best you are able to offer whenever it is possible for them to buy the top grade product. ■

# Why Lose Money all Summer?

make your business  
a 12-month business  
with...



Foster Aluminum Awning Co., Inc.  
3505 D'Hemecourt St.  
New Orleans, La.

I am interested in learning how  
I can make spring and summer  
profits in the awning business to  
supplement my income from the  
Butane-Propane business.

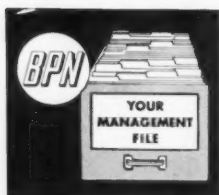
NAME OF FIRM

ADDRESS

CITY

STATE

NAME OF INDIVIDUAL



## Sales Management Program



No. 8 of a Series

# Advertising and sales promotion pave the way to profitable sales

By MARTIN A. BROWER • Associate Editor

**"B**UILD a better mousetrap and the world will beat a path to your door" is an old saying which might be true. But, unless you advertise and promote your mousetrap, how is the world going to know about it?

Word-of-mouth publicity alone can go a long way, but by the time the word gets around, the man with the inferior mousetrap may have sold all the potential mousetrap customers through a well-aimed and well-prepared advertis-

ing and sales promotion program.

LPG is a terrific fuel. LPG appliances are masterpieces of performance, economy, and style. Your dealership, we hope, puts the customer first and excels in service. But how can we make sure the public knows about it? The answer is through advertising and sales promotion.

The one-two punch given by a good advertising-sales promotion program is no longer considered a luxury that can be indulged in by

the bigger companies. Experience over the past half-century especially has shown that it is a necessity for the type of sales volume, profit margin, and growth pattern any business — large or small — must have to prosper.

But, even though advertising and sales promotion can bring the world to the better mousetrap maker's door, these forces will not sell the mousetrap. When the world comes to his door, the mousetrap builder had better be ready to do some real selling. Because as good as his mousetrap is, it has to be explained, demonstrated, and shown to be better than the inferior trap.

Advertising and sales promotion go hand in hand with personal selling, *but they do not take the place of personal selling.* The two forces pre-condition the customer, bring him into the store, and create a favorable atmosphere in which to make the sale. From that point on, the salesman has to take over.

Now, what is the difference between the two forces?

Advertising is generally considered the use of mass media not owned by the advertiser such as radio and newspapers. Sales promotion includes use of all other methods of reaching the public such as direct mail and exhibits.

Both of them, to be used successfully, must be planned, sustained, and consistent.



Two signboards and a glassed-in display case, all illuminated, catch every motorist's attention on Florida's Route 41, near Bradenton.



# Again in '58

## BRYANT LEADS THE WAY WITH NEW

# ROBO-trol

### HEATING



© 1958, B. M. C.



#### Colorful Consumer Ads!

We're sparing no expense to tell home owners about ROBO-trol! Typical of the persuasive consumer advertising is a two-page spread in full color in *THE SATURDAY EVENING POST*, to be read by millions of the very best potential customers.

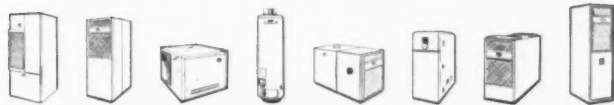
#### A Complete Dealer Kit!

We're going all out to help Bryant dealers achieve their greatest sales-and-profit-making year. Every certified Bryant dealer will receive this kit containing newspaper mats, radio commercials, direct mail and hand-out literature, with complete instructions for their most advantageous use! Ask your Bryant distributor about the Bryant Certified "Doctor of Heating" Program.



This new Bryant electronically controlled heating system is sensational from *every* angle . . . and we're making certain that Bryant dealers will cash in on it. Powerful Bryant consumer advertising will acquaint the public with the amazing new advantages of ROBO-trol . . . and Bryant dealers will have the sales helps and promotional material to take full advantage of it! ROBO-trol provides Bryant dealers with the greatest sales-winner since 1907, when Bryant produced the *first* successful automatic gas heating system in the world. For complete information, write us today.

BRYANT MANUFACTURING COMPANY, Indianapolis, Ind.  
Bryant Manufacturing, Ltd., Toronto, Canada



AMERICA'S FOREMOST SPECIALISTS IN RESIDENTIAL HEATING, COOLING AND WATER HEATING

**TABLE 1. ADVERTISING EXPENDITURES BY L. P. GAS DEALERS\*  
ACCORDING TO PRODUCT OR USE ADVERTISED**

Product or Use	% Who Advertise	% of Total Advertising Budget
L. P. gas	95	50
Appliances	80	45
Agricultural	38	15
Carburetion	35	19
Industrial	13	12

\*Based on dealers who do advertise

**TABLE 2. ADVERTISING EXPENDITURES BY L. P. GAS DEALERS\*  
ACCORDING TO TYPES OF MEDIA USED**

Medium	% Who use	% of Total Adv. Budget
Newspapers	85	47
Direct mail	69	33
Radio	58	28
Highway signs	30	21
Theaters	30	21
Television	15	17

\*Based on dealers who do advertise

## ADVERTISING

You can't afford to advertise? You can't afford *not* to advertise! Advertising is an inexpensive way of doing an otherwise expensive job—weeding out prospective customers from the general public and pre-conditioning them for the salesman.

A recent survey of advertising habits of L. P. gas dealers made by BUTANE-PROPANE News has shown that only a minority of the nation's LPG dealers are advertising on a regular basis. The rest are "using advertising as needed" or are not advertising at all.

Unfortunately, many dealers are doing an insufficient amount or no advertising because of what they consider poor advertising results in the past. In investigating many of these cases of poor results, the answer usually turns out to be poor advertising practices in the first place. An advertising campaign must be planned, and it must be consistent.

### Planning and budgeting

Advertising planning starts out the same as any other planning. It starts with the question: What do you want to do? In the case where the LPG dealer wants to advertise appliances, this question must be broken down into two additional questions: (1) What are you going to advertise? (2) To whom are you going to advertise?

What are you going to advertise? LPG as such? A particular type of LPG appliance? A particular brand or model of a particular LPG appliance?

To whom are you going to advertise? Non-LPG users? Present LPG users? Your own customers? Everyone in the county?

Then comes the question, how much are you going to spend? This will depend on the job you want to do and on how much you can afford. The usual method followed by successful concerns is to make an advertising budget based on a percentage of expected gross sales for the year. In the BPN advertising survey, of those dealers who budget on this basis, the average percentage of gross sales budgeted was 2 per cent, which is par for most firms of the LPG dealership type.

Naturally, in figuring markup on gas and appliances, that 2 per cent must be added in. In this way, advertising costs nothing.

The annual expenditure figure is then usually broken down by months. In some cases, only about 80 per cent is broken down by months, the rest being held in reserve for special advertising not foreseen.

The percentage used each month depends on the months during which special campaigns are held. Extra big amounts might be set aside for a home heater campaign in July and/or a White Christmas

campaign in November-December.

The BPN advertising survey showed that an average of 80 per cent of all LPG dealers advertise appliances. Of these dealers, appliance advertising accounts for an average of 45 per cent of the total advertising budget. (See Table 1.)

### Choosing the medium

The advertising medium or media used will depend on what you want to do and how much you can spend. But, depending on what you want to do, the amount to be spent may have to depend on the cost of the medium.

Newspapers showed up as the favorite medium of the greatest number of LPG dealers as calculated from the BPN advertising survey. Eighty-five per cent of all LPG dealers who advertise at all use newspapers. Direct mail (actually a sales promotion tool) was second with 69 per cent of the dealers using it. More than half of the dealers, 58 per cent, make use of radio. Just under half, 48 per cent, use highway signs, almost one-third use motion picture theaters, and 15 per cent use television.

Several dealers replied that they would like to use television but that it is too expensive. Yet, the percentage of the total advertising budget consumed by each medium followed almost exactly the order of preference of the medium with newspapers at the top taking 47 per cent of the budget and television at the bottom taking only 17 per cent of the budgets of the dealers who use it. (See Table 2.)

Most dealers use a combination of media, trying to hit the object of the advertising on all sides. The best media for any given dealer to use varies with the area served and can best be decided by an advertising agency. Where possible, a survey of customers, prospects, or both will be tremendously helpful, not only in determining which media to use but also which appeals to use.

### The advertising message

The actual writing of advertising copy and designing of ads have become highly skilled tasks best performed by experts. Where the



**"WE LIKE TO DO BUSINESS WITH TEXACO...  
AND WE'RE ASSURED OF DEPENDABLE SUPPLIES"**

**Y**OU can take it from T. Jackson Weaver, Jr., that the Texaco LP-Gas Distributor has a big edge. Mr. Weaver is president of the Tennessee LP-Gas Association, and owner of the prosperous United Gas Co., Paris, Tenn.

"I've been in the business for ten years, and switched to Texaco three years ago," he says. The Texaco product is of the very highest quality—moisture free.

"Also important to success in this business is the assurance of dependable supply at all times. We have always received ample, on-time deliveries of Texaco LP-Gas, even in seasons of greatest demand.

"I would say that Texaco is foremost in service and dependability—that's why I like to do business with the Texaco people."

**5 reasons why it pays to be a TEXACO LP Gas-Distributor**

1. A product of highest quality.
2. Dependable and efficient delivery, in a new fleet of tank cars—from 25 strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas carries the nationally-known, famous trade-mark, Texaco.
4. One of the largest producers of LP-Gas, The Texas Company is the only petroleum company to build up successful distribution of its products in all 48 states.
5. Profitable and proved sales policies. Texaco markets only through independent distributors.

A solid future is one of the advantages of being a Texaco Distributor. Proof: 683 of our distributors of Texaco products have been with us for 20 years or more—some as long as 45 years. Some areas are still open for a sound and profitable business with Texaco LP-Gas.



Call or write Texaco today . . .  
The Texas Company, LPG  
Sales Division, P. O. Box  
2420, Philtower Building,  
Tulsa 2, Okla., Diamond  
3-4101-929 South Broad-  
way, Los Angeles 15, Calif.  
TRinity 9271



TUNE IN . . . Metropolitan Opera radio broadcasts Saturday afternoons, ABC.

dealer or sales manager prepares the material himself, he should remember to build the message on basic desires such as security, health, comfort, romance, self esteem, and prestige.

For example, a message such as "Keep your family toasty-warm this winter with an LPG heater" will affect prospects sooner than will "LPG heaters give you 85,000 Btus."

In general, plain, straight-forward English will do the job much better than flowery or big words and generalities.

Testimonials are always good. A picture of Mrs. Johnson, whom many people in the town will know, standing by an LPG dryer, and saying "I finally decided to stop slaving on washday," will pack powerful impact.

A more detailed discussion on preparing advertising and choosing media is being planned for a future series in BUTANE-PROPANE News.

### Outside help

Expert help in preparation of advertising material may be had from a number of sources including advertising agencies, appliance manufacturers, LPG suppliers, and the National LP-Gas Council.

Regardless of which other outside sources are used, an advertis-

ing agency should be employed if at all possible. Ad agencies are experts at helping you plan your advertising and your budget, select media, and write and prepare ads. Agencies work on a 15 per cent commission which they actually get from the media, so the only cost to the advertiser is the space or time bought and the fee for preparation of the material, usually cost plus about 15 per cent.

How much do you have to spend before an agency will consider you? Naturally, that is up to the agency and most towns will have an agency of some type. But Edward Stratman, who handles advertising for several LPG accounts in Southern California, told BPN that most agencies would not go after an account which would not budget at least \$10,000 per year for advertising. At the 15 per cent commission, this would give the agency \$1500.

Mr. Stratman stated, however, that LPG dealers who do not spend this much can put an agency on a retainer basis—like an attorney—for about \$100 per month, a total of \$1200 per year. This would be for help with direct mail and other services. Then even if the firm only spent \$300 yearly on buying space or time for ads, the agency would come out with its \$1500 which would also be the cost to the

advertiser for the agency's services.

Still another way to use an agency is for several LPG dealers to join together and pool their resources. This might enable them to hire a top agency and put on a first rate advertising campaign.

A mail order advertising service which provides advertising mats, decals for trucks, highway signs, and sales promotion materials is operated by Beals Advertising Co. in Oklahoma City, Okla. Beals specializes in advertising and sales aids for LPG dealers.

Appliance manufacturers can be of great help in supplying advertising materials to their dealers, usually at no charge or at a nominal fee. In this regard, dealers have found it beneficial to look into the cooperative advertising programs offered by their appliance manufacturers in which the advertising materials are furnished and the space or time cost is shared.

Fuel suppliers frequently offer advertising help and material to LPG dealers. Dealers which operate on a franchise from any of the big supplier chains all have vast amounts of excellent material available to them. These materials range from newspaper ads to radio scripts and come complete with suggestions for most effective use.

Similar advertising materials are offered to members of the National LP-Gas Council. And Council materials have the added advantage of being tied in with national advertising and promotion efforts.

### Coordination

The advertising campaign, for greatest success, is tied directly into the overall selling campaign. Everyone in the dealership should know about every ad and should, if possible, receive proofs of the ads. The latter is especially true of the salesmen, who should be consulted on the advertising campaign in the first place. The salesmen in the field will know better than anyone exactly what type of advertising placed where will do them the most good.

And the advertising is designed, after all, to help the salesmen. Advertising begins the selling process, but as stated before, personal salesmanship closes the sales.



**THE  
EXTRA VALUE  
FUEL**

**SERVING THE FARM, HOME AND INDUSTRY.**  
**More And More People Turn To**

**SOUTHERN BUTANE GAS**

FOR DEPENDABLE SERVICE EVERY DAY.  
ASK YOUR NEIGHBOR ABOUT US.

COOKING • HEATING • HOT WATER • TOBACCO CURING

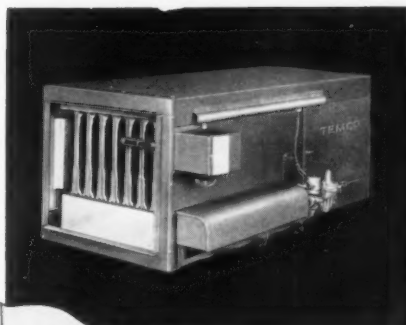
**SOUTHERN BUTANE GAS CORPORATION**  
WILMINGTON, N. C. DIAL NO 2-4615  
BRANCHES — NEW BERN — WILLIAMSTON

An institutional-type newspaper ad, serving to acquaint potential customers with LPG and its uses and to build confidence in the dealership, is run by Southern Butane Gas Corp.

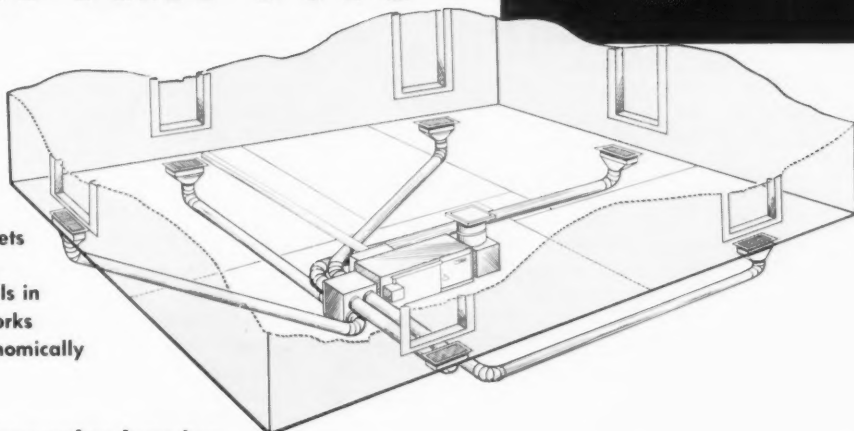


*Greatest sales potential in years!*

# TEMCO'S sensationally new PERIM-AIR-PAC\*



\*Low-priced, factory-complete gas forced-air kit, including ducts and accessories! Blankets walls with warm, filtered air! Installs in only one day! Works perfectly and economically on L.P. gas! \*\*



## Break thru your sales barrier with this revolutionary advance in Temco engineering!

Based on practical research and time-tested methods, Temco brings to you the distinctively different perimeter system . . . a superior method of heating that affords a thick blanket of warm air for outer walls! Your customer benefits two ways:

- (A) Temco's Perim-Air-Pac reduces the percentage of heat loss, and thus, cuts operational expense.
- (B) By placing warm air diffusers near outside walls, Temco's Perim-Air-Pac assures your customer of even, healthful heat, at all times, throughout the house.

## It's easy . . . with so many sales-compelling features!

Perim-Air-Pac is a complete, factory-inspected kit that provides everything needed for installation:

1. Furnace, in a choice of three sizes, with BTU input ranging from 80,000 to 120,000.
2. Warm air and return air plenums, all ducts and elbows.
3. Floor registers, controls and clean air filter.

Everything you need in one kit, packaged for easy handling, and convenient, one-day installation—with no costly labor charges! Famous Minneapolis-Honeywell controls to insure safe, automatic

operation. The Perim-Air-Pac can be easily and economically adapted to air conditioning.

## It's profitable . . . with so many sales outlets!

You can boost your volume sales in every market with the Temco Perim-Air-Pac! In rural and urban areas alike, Temco's sensational Perim-Air-Pac is ideally suited for basements, crawl space or attic. And, as a special plus to your sales, Perim-Air-Pac may be used to replace a present floor furnace by simply using the grill for a return air register.

## It's a cinch to convert more L.P. users!

Perim-Air-Pac is the sales ammunition you need to reach new, untapped markets, where more customers will readily accept your sales story for L.P. gas! Temco's Perim-Air-Pac will help you to greater sales in competitive markets, too! By introducing this revolutionary new heating system, you have opportunity to explain the superiority of L.P. gas—and how efficiently and economically it works with the installation of the Temco Perim-Air-Pac.

\*\*Operates equally well on natural and manufactured gas.

## TEMCO, inc.

NASHVILLE 9, TENNESSEE

*"Gas Heating Specialists for the Nation"*

\*THE COMPLETE LINE OF GAS HEATING EQUIPMENT\*

ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS  
WARM AIR FURNACES • AIR CONDITIONING • GAS WATER HEATERS

## Mail this coupon today!

**TEMCO, Inc. Nashville 9, Tennessee**

Tell me more about Perim-Air-Pac.

Name

Firm Name

Address

City  Zone  State

BPN-4

## SALES PROMOTION

Sales promotion is the link between mass advertising, which hits a huge segment of the general public, and personal selling, which hits particular prospects individually. It is aimed at a particular group. It coordinates advertising, publicity, and personal selling and makes each of them more effective.

There are usually two levels on which sales promotion is conducted. The first is the steady day-to-day sales promotion activities which continue along all year as planned at the beginning of the year. The second is the special promotions which, also according to plan, are periodic and of short duration.

Day-to-day activities include displays inside the showroom and out and at other localities on a cooperative basis; thank you letters to customers; direct mail promotion tied in directly with advertising; publications and customer aids; sales aids for salesmen; demonstrations before groups; a school range program, and a program of tie-in with civic and other community activities.

Displays at the showroom help put the prospect in a buying mood and when tied in with advertising, say "this is the place." Cooperative displays might be worked out with other merchants, especially those who sell goods that tie in with LPG appliances like the food stores, the water company, clothing stores (like those featuring new wash-and-wear fabrics), and others.

A simple thank you letter for paying the bill is a low-cost way of assuring future sales. And it provides a good opportunity to point out the advantages of other appliances.

Direct mail is both advertising and sales promotion. It is a proven and effective way of reaching a particular audience with a particular message. Unlike other forms of advertising and promotion, direct mail can definitely be overdone to the point where mail from the LPG dealer gets the same treatment as "junk mail." Repetition is called for, but on a planned basis and with a particular message. An attached or enclosed business reply postcard is a good way of getting inquiries.

Publications and customer aids are forms of direct mail advertising which push readership way up. Several LPG dealerships of all sizes publish a regular newspaper for distribution to all customers and prospects in which advertising messages and news of LPG and LPG appliances are intermingled with recipes, humor, and information which guarantees high readership. Cost is surprisingly small.

Sales promotion aids for salesmen include the sales tools discussed in part six of this series. They are aimed at paving the way for the salesman, helping him in his sales interview, and following up his call.

Group demonstrations of LPG appliances are put on in the showroom or before clubs, civic groups, school groups, or any place a crowd can be gathered. All of these groups have the task of scheduling monthly programs and all welcome anything that is entertaining and educational. A well-planned demonstration with samples of food if a range is demonstrated can result in the dealership being swamped with calls for appearances. Contact the program chairmen of a few civic and women's clubs and see.

Every activity held in your community that will attract a crowd of any size offers an opportunity for sales promotion. If LPG or an appliance can be used, donate the LPG or loan the appliance and make certain everyone knows it. If LPG or an appliance cannot be adapted to the event, many dealers have found that they have been taken up on offers to print the programs, tickets, or announcements

and were allowed to put an ad on the back as a reward.

### Special promotions

Special promotions include open houses; customer appreciation days; new customer days; exhibits at fairs, shows, and other major events; contests; and special stunts aimed at creating a lot of attention for the dealership in a short time. All of these are aimed at sharply increasing the appliance sales volume for the few days of the event and to make such an impression as to have a lingering effect on the community.

In addition, special promotions are rich sources of new prospect lists. At all of these events, persons attending are asked to register for free prizes, usually appliances. The best registration cards ask for the applicant's preferences in new appliances that they might win and ask for the age of the applicant's corresponding present appliances.

### Organization

Where the dealership is large enough, advertising and sales promotion are put into the hands of a staff specialist, who devotes all or the major part of his time to these tasks. But in any case, the job is delegated to a competent man on the staff, even if the sales manager must delegate the tasks to himself, and that man is expected to carry them out as a regular part of his job—not on a hit-or-miss basis.

The two forces are important builders of sales—and sales are the basis of the dealership's existence. ■

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### Questions for study and discussion

1. Does your dealership have a planned, consistent, and sustained advertising program? If not, how would you plan and carry one out? If so, how can it be improved?
2. Does your dealership have a planned, consistent, and sustained sales promotion program? If not, how would you plan and carry one out? If so, how can it be improved?



# Empire helps you sell 12 months instead of 3

...with the new **HEAT THIEF** \*  
replacement campaign

Smooth out those ups and downs in your sales curve! Sell the big replacement market all year around, and make a bigger profit. No installation log-jam -- no seasonal feast or famine. Over 7 out of 10 homeowners are prospects for a new Empire heating unit -- and the exciting new "Heat Thief" replacement campaign will turn these homeowners into live prospects for you! Contact your Empire representative, or mail the coupon below, for complete details on how you can use the new "Heat Thief" replacement campaign and get your share of the big replacement market. Find out, too, why Empire dealers keep 14% to 20% more profit on every sale. Do it today!

\* a "Heat Thief" is an old, worn-out heating unit that robs homeowners of comfort, money, health and convenience.

Be **FIRST** to tell 'em... **FIRST** to sell 'em

CUT OUT AND MAIL

**EMPIRE STOVE CO. • Belleville, Ill.**

Send me complete information on the new Empire "Heat Thief" Replacement Campaign.



NAME \_\_\_\_\_

STORE ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

COUNTER FLOW FURNACES • HORIZONTAL FURNACES • UP-FLOW FURNACES • WALL FURNACES • FLOOR FURNACES • ROOM HEATERS

**A** MAMMOTH example of how an LPG dealership ties its local advertising and promotion program into the program of the National LP-Gas Council is taking shape in the western United States as Petrolane Gas Service Inc. gets ready to tie in locally at each of its more than 80 plants in 10 western states.

This tie-in is made possible through the newly-issued Promotion Planner, available to all Council members and listing the LPG item or use to be promoted, the month during which it will be promoted, and the media to be used. The first Planner, which runs from February to May, also lists all of the sales tools available to members which can be effectively used in local tie-in.

#### Radio spot announcements

Probably the biggest tie-in effort which Petrolane will make is the purchase of 20 second spot announcements before and after each of the four-times-weekly national news programs the Council plans to sponsor beginning in April over a 400-station network. Petrolane's advertising and sales promotion manager, W. A. Coglizer, reported that he is negotiating spot announcement contracts with local stations which will carry the broadcast in every one of Petrolane's marketing areas.

And Petrolane will use the Promotion Planner to plan use of

## More than 80 Petrolane branches will plan advertising and promotion using National LP-Gas Council Planner

Council mailing pieces, prepared ads, radio and newspaper publicity releases, and display materials. One way in which the 11 in. by 28 in. posters are used effectively by the huge LPG concern is as billboards on each of the dealership's more than 200 trucks. These posters are changed each month to keep them clean and to enable use of new copy.

The Promotion Planner was developed by the Council's Dealer Sales Aid Committee. Committee chairman Frank Carpenter, president of United Petroleum Gas Co., described the Planner as a "formula for increased profits." A Planner will be released to Council members three times each year, giving plans for the coming four months.

#### Plan in advance

In the Planner copy marketers are urged to boost their sales by making promotional plans four

months in advance, timing their local ads and appliance displays to match the coordinated national ad schedule of the Council and the American Gas Association, checking their local newspapers and radio stations to see if they can add local information to Council publicity, cashing in on Council promotions by displaying the Council emblem in both their stores and ads, using all dealer aids available through the Council and suppliers, and working with their county home demonstration agents in behalf of their own company and the L. P. gas industry.

Printed on attractive, heavy, yellow stock, the Planner shows when various L. P. gas applications are to be advertised by the Council in national, state and regional farm publications including *Farm Journal*, *Progressive Farmer*, and *Farm and Ranch*; small town and suburban magazines such as *Better Homes and Gardens*, *Household*, and *New Homes Guide*; and specialized publications including *Better Farming Methods*, a magazine for county agents and vo-ag teachers; *Implement & Tractor* for farm equipment dealers; *What's New in Home Economics*, journal for home economics teachers, and *House and Home*, trade publication for builders and architects.

The Planner includes a special section entitled, "Your LP-Gas Product Planner."

This section tells the dealer when and in what publications specific appliances and equipment are being featured so that he can realize double benefits by pushing appliances at the local level at the time they are being promoted nationally. ■

NATIONAL **LP-GAS** COUNCIL

## PROMOTION PLANNER

**February-May, 1958**



NATIONAL LP-GAS COUNCIL  
185 N. WABASH AVE., CHICAGO, ILL.

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### HOW TO BOOST YOUR SALES

<ul style="list-style-type: none"> <li>★ Make your promotional plans <b>NOW</b> for the next four-month period.</li> <li>★ Time your local ads and appliance displays to match the coordinated national ad schedule of the Council and American Gas Association (AGA).</li> <li>★ Check your local newspaper and radio station to see if you can add local information to National Council publicity they receive regularly.</li> </ul>	<ul style="list-style-type: none"> <li>★ Cash in on Council promotions by displaying the Council emblem in your ads . . . and in your store.</li> <li>★ Clip Council ads from magazines listed inside and post in your store.</li> <li>★ USE the dealer sales aids available from the National LP-Gas Council and your suppliers.</li> <li>★ Get to know your county home demonstration agent. Make sure she gets Council material.</li> </ul>
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○



"DRIVE FROM THE BIG TEE

...the **T-1**"

Says **T-1** Mc Steel \*



**"PRECISION ENGINEERED FOR  
A BETTER SCORE"**

**REMEMBER —**

Net Profits are based on Payload — NOT Water Gallon Capacity.

Let Trinity Steel Co. precision engineer a maximum Payload  
Hauler for your tractor preference.

**ALL YOU DO IS FURNISH INFORMATION ON:**

1. Your operating area
2. Your tractor specifications



\*copyright 1958

**NO OBLIGATION - DO IT NOW**

**TRINITY STEEL CO. INC.**



**4001 IRVING BLVD. DALLAS, TEXAS FL 7-3961**

Latin American Division: Tanques de Acero Trinity S. A., Calle Poniente 150, #734, Mexico 16, D. F. Plant and Sales Office.

# news



## United Petroleum acquires properties in Texas

A group of retail L. P. gas plants and a wholesale operation in Texas have been purchased by United Petroleum Gas Co., it is announced by Frank T. Carpenter, president.

The properties, located in the Great Plains area, have been consolidated under the name of Flash-O-Gas, Inc., to handle retail business, and Flash-O-Gas Sales Co. to handle wholesale operations. Both are wholly-owned subsidiaries of United.

Floyd Forseth, formerly of United's Minneapolis office, was made general manager of the Texas operation, with headquarters at Lubbock. Plants are located at Plainview, Lockney, Turkey, Dimmitt, Spur, Brownfield, Lubbock and Levelland.

The plants were formerly operated under the trade name of Keystone-Fleming and Flash-O-Gas, by Liquigas Co.

United Petroleum operates retail L. P. gas bulk plants in Minnesota, North and South Dakota and Wisconsin, and is active in the wholesale field in a large area of the Central United States.

## Plant construction to continue at high rate

Plant construction in the petroleum, chemical and utility industries in 1958 will continue at the high rate of last year according to a market study conducted for the Ohio Injector Co., Wayne Young, president announced.

The report was made at the recent opening meeting of the company's management and field executives from throughout the country.

The meeting marked the launching of an "intensified" company-wide program of product research, facilities modernization, and mar-

keting, which will be tied directly to the growth of the petroleum, chemical, utility and shipbuilding industries, as indicated by the market study just completed, Mr. Young said.

## Master Tank makes ready for new office building

Construction of a completely air-conditioned contemporary office building in Dallas for Master Tank & Welding Co. is under way following recent groundbreaking ceremonies. This is the third major building project undertaken by the 21-year-old firm since a wing of the company's building was demolished by the Texas tornado last year.

The new structure, modern in every detail, will be on a structural steel frame with exterior walls of brick and masonry. The interior will feature an abundance of paneled walls.

A storm-proof vault will serve

as a safety protection in the event of any disaster, especially another tornado.

Master Tank has grown from a beginning in a small garage to a modern plant serving L. P. gas customers throughout the world. The new office building marks another milestone in the rapid development and growth of the firm owned by co-partners Sam Weempe and Carl Casey.

## GAMA division status sought by heater group

The board of directors of the Gas Appliance Manufacturers Association, scheduled to meet at White Sulphur Springs on March 30, will be asked to confer division status on a new group to be known as the Heavy-Duty Forced Air Heater Division.

The new division would be for manufacturers who produce a heavy-duty forced air gas heater capable of producing in excess of 500,000 Btu per hour output.

The decision to organize as a division of GAMA occurred at a meeting in Pittsburgh on January 16 under the temporary chairmanship of Robin A. Bell of Surface Combustion Corp.'s Janitrol division. The group then elected a slate of officers headed by Walter L. Davidson, Dravo Corp., Pittsburgh. M. Everett Barnard, Unit Heater division, Carrier Corp., Syracuse, was named vice chairman, and David R. Webster, Reznor



Sam O. Weempe, Master Tank & Welding Co. partner, turns over the first shovel of earth during groundbreaking ceremonies for the LPG tank firm's new Dallas office building. Looking on are partner Carl Casey (next to Mr. Weempe) and Master Tank officials and personnel.

# Butane Barry and Propane Perry

*"Is this a balancing act, Perry?"*

*"The act of balancing the load like a Cities Service Distributor, Barry!"*



## Yes, Cities Service Distributors will balance the load this spring and summer!

Cities Service Distributors don't have the problem of see-saw volume between winter and summer.

With the expert engineering assistance provided by Cities Service, they're making more and more farm, fleet, and industrial conversions each year... conversions that keep spring and summer business in balance with winter.

Moreover, in addition to technical assistance, these distributors are taking advantage of all this additional

Cities Service support: 1. Accounting, 2. Credit, 3. Solicitation of new business, 4. Routing, 5. Labor-management relations, 6. Collections, 7. Expansion, 8. Fleet maintenance, 9. No retail competition.

There you see the reasons why the growing's great in '58 for Cities Service Distributors. For the hottest spring and summer ever, sign up with Cities Service. Talk with a representative from the nearest office.

**SERVICE!... Part of our name, part of our business!**

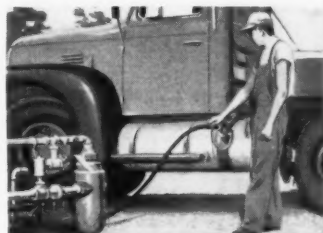
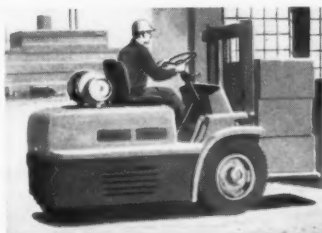
**CITIES SERVICE**  
QUALITY PETROLEUM PRODUCTS

3435 Broadway  
Kansas City, Missouri  
20 N. Wacker Drive  
Chicago, Illinois

500 Robert Street  
St. Paul, Minnesota  
6611 Euclid Avenue  
Cleveland, Ohio



Special assistance with carburetion conversions helps Cities Service Distributors tap vast markets for LP-Gas among farms, fleets, and factories. With the aid of Cities Service, these distributors are constantly finding new ways to balance the seasonal load.





Big fellow in Johns Manville Co.'s L. P. gas-powered industrial truck fleet at Manville, N. J., is this 5-ton Silent Hoist Litruck.

Manufacturing Co., Mercer, Pa., executive committee member.

It was voted to open the membership to makers of heavy-duty equipment who already are members of other GAMA divisions, and to non-GAMA applicants who receive a majority vote of the division's membership.

The next meeting of the division will be held at the Greenbrier, White Sulphur Springs, W. Va., on April 2 in conjunction with GAMA's regular annual meeting.

### Italian official invites participation at Milan

Dr. Aldo Morante, commercial counselor of the Italian Embassy at Washington, D. C., recently told Los Angeles commerce and trade leaders that the United States will find still greater markets for its goods in Italy and other Western European nations in the years ahead because of the newly-organized European Common Market.

Dr. Morante, speaking at a luncheon given by Italian Consul Massimo Casilli d'Aragona before more than 200 Southern California business representatives, said that "persons who attend the 36-year-old Milan International Fair which opens April 12 will have the greatest opportunity to see in one place, at one time, more of the goods of the world than are gathered together at any other time or place.

"Also," he added, "the fair is a place to show wares to more representatives from more countries comprising together a larger market than can be reached in any other similar way."

### Chambers introduces line of packaged kitchens

A complete line of matched and packaged built-in kitchen appliances has been introduced by Chambers Ranges of Chicago. At the same time the firm announced that it has adopted the new name, Chambers Built-ins Inc.

Built-in units featured in the complete packaged kitchen are: ovens in both gas and electric; surface cooking units; automatic dish washers; refrigerator-freezers; disposers; and ventilating hoods.

In taking this step, A. H. Scheffer, sales manager of the firm, stated: "We feel, after a number of years of experience in working with builders and kitchen planners, that we have now developed a facility that will have tremendous advantages to the building industry."

### New gas company formed in Elkton, Md.

Cecil County Gas Co., Elkton, Md., formed on January 1, purchased the entire bottled gas division of the Elkton Gas Co. Elkton Gas will continue to distribute natural gas through underground mains in the nearby area.

The new company will call its product Metered Cecil Gas. The entire gas distribution system is

being up-dated and modernized to a meter tank-truck-delivery system, with large users having bulk tanks installed and individual meters.

Officers of the company are I. Schagrin, president; M. Levinson, vice president; and H. A. Schagrin, secretary-treasurer.

### New rules for gas conversion burners

A new American Standard designated Z21.38-1957, tells how to switch to gas effectively and safely. The standard gives fundamental rules for installing gas conversion burners on home ranges which formerly used liquid or solid fuels, including kerosene, oil, coal or wood.

Original American Standard on the subject was published in 1951. Latest edition represents seven years of testing and trial of the first standard and the newest developments by the gas industry.

Available from Dept. DD-5, American Standards Association, 70 East 45th St., New York 17, N. Y., at 25 cents a copy.

### Phil Strome wins Tappan's "Top Ten" sales contest

Phil Strome, Wheeling, W. Va., clinched first place among territory managers in Tappan Co.'s annual "Top Ten" national sales contest.

A. B. Ritzenthaler, vice president in charge of sales, in making the announcement, said that Mr. Strome had been a top contender from the start, and broke quota for every month.

Top district sales manager was Ross Sams of Grove City, Pa.

The nine other representatives who placed in the "Top Ten" are: R. E. Barnes, Michigan; J. S. Pre-witt, Pennsylvania; E. J. Heidt, Florida; C. P. Cunningham, Pennsylvania; H. W. Smith, Kentucky; W. L. Wengle, New Jersey; H. F. Dusel, New Jersey; E. A. Scott, California; N. W. Rodeheaver, New York, and B. Adrian, Pennsylvania.

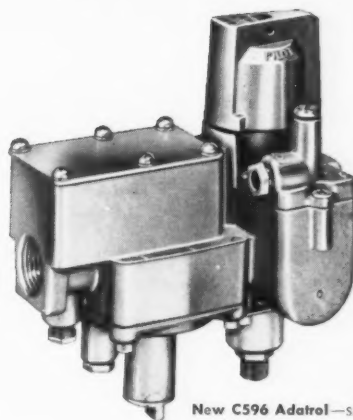
### Anchor to market LPG from new Canadian plant

Propane to be produced at the Steelman Gas Ltd. plant now under construction northeast of Estevan, Saskatchewan, Canada, will be marketed by Anchor Petroleum Co., Tulsa, following the signing



New flexibility for room and wall heaters

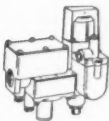
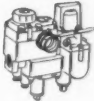
# Now, Honeywell's famous Adatrol\*—with or without pressure regulator

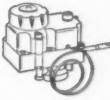



New C596 Adatrol—smaller  
... higher capacity ... with  
"A" Cock ... "B" Cock  
... complete pilot shut-off  
... unregulated pilot gas.

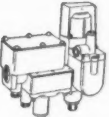


Offer four control combinations—stock one basic unit :

1. Basic C596 Adatrol unit  for on-off control ...

2. Adatrol  plus snap-action T5000 Thermostat equals  V5165 Adatrol

3. Adatrol  plus T5001 Modusnap\* Thermostat  equals

V5166 Adatrol Modusnap— offers both snap-action and modulating control.

4. Adatrol  plus V8003 24-volt operator  equals V8168 

provides for wall-mounted  Honeywell Round Thermostat.

## Honeywell



*First in Controls*

Honeywell's new C596 Adatrol Manifold (Gas Cock Pilotstat\*) is easier to sell than ever! You offer specific thermostatic control best-suited to individual needs. You can sell budget-minded customers the pilotstat now—and their choice of add-on thermostats later. Installation time is only 5 minutes! The C596 is shorter to fit modern smaller space installations. Its integrally located pressure regulator provides maximum flexibility for all types of installations. For complete information, call your local Honeywell office. Or write Minneapolis-Honeywell, Dept. BN-4-50, Minneapolis 8, Minn.

\*Trademark

by Anchor of a long-term contract with the producer.

The new plant, according to Anchor president W. A. Baden, is located about six miles east of other large propane producing facilities and thus opens a virtually new market for propane consumption.

Large underground storage will be available at the plant to backlog production against seasonal demands, Mr. Baden reported.

Marketing will be handled out of Anchor's registered office in Calgary. First year's production is expected to be approximately 20 million gal.

### **"Working With the Press" released by Council**

The national LP-Gas Council has just released a 20-page booklet entitled, "Working With The Press," and a supplementary "LP-Gas Fact Sheet." This literature is available to the progressive L. P. gas dealer who wants to create favorable publicity for his company and who wants to handle public relations for his company in the event of a serious accident or other emergency.

The booklet explains the basic differences between news and advertising, tells readers how to find and place favorable stories with news media, and advises dealers on what to do in the event of an accident.

Written by John Hartzell, eastern regional manager of the Council and former newspaperman of long experience, it provides practical, detailed information on how to develop various types of news stories.

Extra copies of the booklet are available to Council members for 25 cents each.

### **Book covers theory of drying common farm crops**

"Drying Farm Crops," by Carl W. Hall, Professor of Agricultural Engineering, Michigan State University, covers both the theory and practice of drying common farm crops, including a great deal of engineering data useful in the design or crop drying equipment.

Planned for use both as a textbook and a field handbook, it covers the major grain, seed and forage crops, with a special chapter on curing of other crops. Of special interest to the L. P. gas industry

is the chapter on Heated Air Dryers.

Published by Agricultural Consulting Associated, Inc., Reynoldsburg, Ohio. Available from Edwards Brothers, Inc., Ann Arbor, Mich., at \$7.00.

### **New Service Manual published by AGA**

A new edition of the AGA Gas Appliance Service Manual covering installation and servicing of more than 70 types of gas ranges, water heaters, clothes dryers and incinerators has been published by the Utilization Bureau of the American Gas Association.

It is available from AGA at prices ranging from \$3.25 for a single copy to \$2.50 each in quantities of more than 100. Subscription prices for three years of supplement service (nine issues) range from \$3.25 for one to \$2.25 for more than 100.

### **Villarreal to represent heating, venting products**

Walter J. Villarreal announces the formation of his own organization, The W. J. Villarreal Co., primarily to act as manufacturers representatives for gas heating and venting equipment.

The firm will represent Peerless

Manufacturing Co. and the Dura-Vent Corp. in California, Nevada and Hawaii.

For several years prior to resigning to form his own company, Mr. Villarreal was district manager for William Wallace Co. in northern California and Nevada.

The company will have its headquarters at 2525 El Camino Real, Redwood City, Calif.

### **Home-heating promotion gains wide success**

In record-breaking numbers all segments of the industry have rallied in support of the nationwide home-heating modernization program launched in November by Minneapolis-Honeywell.

More than 10,000 dealers, approximately 60 manufacturers, over 200 wholesalers and several trade associations are actively participating in the sales promotion campaign aimed at the more than 20 million American home owners who have heating systems more than 10 years old.

Honeywell executives who have been associated with the heating industry for many years say they cannot recall any similar promotion campaign in which so many dealers have participated or in which interest generally has been so widespread.

### **Tuck-Aire holds air conditioning school**

Sales representatives of the Tuck-Aire Furnace Co. recently completed a four-day air conditioning school at the company's factory in San Francisco.

The combination sales meeting and air conditioning school climaxed an extensive research and development program by Tuck-Aire to produce a more foolproof and efficient air conditioner for the home market that would be compatible with its new line of warm air furnaces.

### **AMA publishes sales forecasting booklet**

The American Management Association's "Materials and Methods of Sales Forecasting" provides a rich source of information for those firms who engage in or plan to engage in sales forecasting.

Authored by numerous experts



Thirty-two employees of Rapid Thermogas Co., Des Moines, attended a three-day training school in Minneapolis which was conducted by Minneapolis-Honeywell. Each of the 32 will conduct similar schools for the Thermogas organization, with the assistance of Honeywell's field organization. Two of the trainee-teachers, Mearl Lamb (left) and Junior Burton, brush up on wiring a typical control system.

**SAFTI-VENT**  
—the most complete  
line of sealed  
combustion chamber  
gas heating units



**Model GW-16**



**Model GW-22**



**Model GW-30**



**Model GWT-16**



**New, for '58  
Model GWT-22**



**New, for '58  
Model GWT-30**



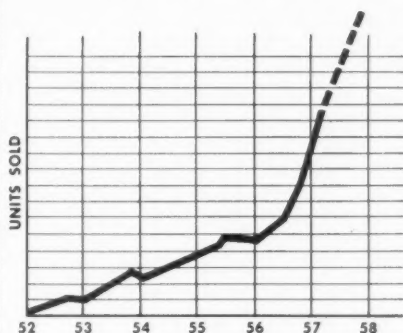
**New, for '58  
Model GWR-8 (recessed)**



**New, for '58  
Model GWT-8**

# This is the SAFTI-VENT Sales Picture

## JOIN THE WINNING TEAM!



### Here's the Safti-Vent deal!

- New, 1958 product styling
  - New, 1958 units
  - Aggressive sales promotion
  - Stocks near you, wherever you are
  - Generous discounts and datings
- and dealer and distributor profits assured—proved by 6 years of Safti-Vent's phenomenal sales increase. No other manufacturer can make this statement!

### NOW—here's proof of profit!

The right product almost sells itself! In 1958, Safti-Vent will be available in 8 different models. Count 'em! 8! The most complete line of sealed combustion, thru-the-wall gas heating units offered by any manufacturer! See the brand new, low-priced, 8000 BTU units. Built for recessed or flush installation. And available in decorator color or in white for big sales for bathrooms.

More! The entire 1958 Safti-Vent line is restyled. Modern, two-tone color combinations. New and strong sales appeal.

Broad markets are ready to buy! With this complete Safti-Vent line, you can sell to householders for new residences, for modernizing, for summer homes. Apartments are big multiple-sale prospects. More motels use Safti-Vent than any other sealed combustion brand! These prospects are your customers with Safti-Vent!

Aggressive advertising and sales promotion brings in customers. When you put Safti-Vent on your floor, customers know this well-established brand. And in 1958, Safti-Vent promotion will be heavier than ever! To motel

and apartment owners. To builders and contractors. To architects! And to millions of householders who want to buy more heat for comfort living. Each ad is couponed and the thousands of inquiries we receive will be passed along to Safti-Vent dealers for profitable sales follow-up. This plan of sale building is *proved successful!* It will be even bigger and stronger in 1958!

Generous discount and dating plans spell bigger profits for you! In addition to big discounts from recommended resale prices, Safti-Vent offers special extra discounts for early shipment, an anticipation discount and a program of Fall dating. Investigate these! They will make big money for you!

Stocks are near you — for prompt shipment! No matter where you are, Safti-Vent stocks are close-by. No long-time shipping delay! This means lower inventory, faster turn-over, better profits.

Proved — by 6 pioneering years of sales experience! Anybody can claim a profitable deal. Safti-Vent can prove it! Proof of success, proof of profit, has been built on six years of *proved, profitable experience!* Join the winning Safti-Vent team! Talk to your Safti-Vent distributor or mail the coupon for full description of the sensational Safti-Vent deal. Mail today!



San Rafael, Calif.

Leaders in the sealed combustion  
gas heating field.

H. C. Little Burner Co. O  
San Rafael, California

If the Safti-Vent deal is as good as  
you say, of course we're interested.  
Prove it!

Company \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

in the field, it takes up the basic forecasts, sources of outside information, techniques of forecasting, and contains an appendix listing various sources.

AMA members who have not received the report as part of their membership service, or who wish to obtain extra copies, may order the report at \$3.50 from AMA, 1515 Broadway, Times Square, New York 31. Price to non-members, \$5.25.

### All Stiglitz Corp. dryers will be gas exclusively

The Stiglitz Corp. will manufacture its complete line of Sun-Aire dryers for gas operation only. The announcement was made recently by E. N. Stiglitz, president of the Louisville, Ky., firm.

Mr. Stiglitz added that the tremendous popularity of the gas dryer as a harmonizing companion to the nationally-advertised electric washers warranted discounting the electric dryer models.

He said that the housewife wanting an electric dryer will purchase the dryer made by the manufacturer of her electric washer.

### Skelgas opens new office in Shreveport, La.

The opening of a new regional Skelgas office in Shreveport, La., was announced recently by Jess Knowles, marketing vice president of Skelly Oil Co.

In making the announcement, Mr. Knowles stated that the new office, which opened February 1, will serve L. P. gas accounts in the southern area and be responsible for the refinery sales of L. P. gas. J. W. Roark will be in charge of the office.

### Roper range production starts at Kankakee plant

Production of 1958 Roper gas ranges began recently at the Kankakee, Ill., plant of the Geo. D. Roper Corp. and its parent firm, the Florence Stove Co. All new Roper gas ranges are now being built in the Kankakee factory.

Manufacture of Roper 40-in. models will start in Kankakee in April, plant spokesmen said. Roper's Rockford, Ill., plant will continue to produce the 40-in. ranges until then, they stated.

## NEWS NOTES

*The Columbia Pipe & Supply Co., Chicago, has been named distributor for Ruud Manufacturing Co., Kalamazoo, Mich., in Chicago and 10 northern Illinois counties. Thomas Floro, president of the Columbia firm, said the complete line of Ruud products will be carried.*

*Geo. D. Roper has decided to concentrate production on the five finishes most in demand for its built-in gas ranges. These are petal pink, turquoise green, canary yellow, bronze porcelain, and satin chrome. Colors that have been discontinued are regency yellow, panchromatic sand, cocoa brown, Nile blue, cadet blue, sea mist green, black, white.*

*The appointment of two exclusive distributors for the complete line of Quaker oil and gas burning home heaters is announced. They are: I. Feldman Co., 365 Charles St., Providence 4, R. I., and Birmingham Electric Battery Co., 2230 2nd Avenue So., Birmingham, Ala. Birmingham Electric will cover most of Alabama on gas space heaters.*

*Shipment of gas-fired units for residential central heating totaled 968,700 units in 1957, or 11.6 per cent fewer than in 1956, GAMA announces. The previous year's total for gas furnaces, boilers and conversion burners was 1,095,800 units.*

*Newest distributor signed by the Cleveland Heater Co., Cleveland, in a current move to re-align sales territories and broaden its markets is Igoe Brothers Inc., 35 Halsey St., Newark, N. J. The firm will handle the complete line of REX automatic gas water heaters.*

*The new Atlanta division of King's Appliance & Electronics Inc. is now distributing the full line of RCA Whirlpool home appliances of Whirlpool Corp. in the Atlanta merchandising area. King's will continue to distribute RCA Whirlpool appliances in the Savannah merchandising area with branches in Charleston and Albany. Sales office and warehouse in Atlanta will be located at 200 Ottley Drive, N. E.*

*Louis W. Bullock, regional sales manager of Warren Petroleum Co., Tulsa, has been named as president of the Harris Companies of Little Rock. He succeeds B. T. Harris, who has retired. The board of directors was enlarged by the stockholders at a meeting in January to permit addition of the new president.*

*Phillips & Buttorff Corp. Nashville, held its annual national sales meeting in Nashville. The meeting was attended by 26 regional sales representatives of the company from all parts of the country. During the course of the three day meeting, the sales representatives were shown the results of the recently completed \$800,000 remodeling program of the company's production facility.*

*A group of 33 executives, headed by Charles Russell, president and Grant Haas, sales manager, of the Thermogas Co., spent a day at the Fisher Governor Co. plant in Marshalltown, Iowa, recently. The tour of the plant included demonstrations and lectures given by Fisher sales and engineering executives on L. P. gas control equipment.*

*Globe Gas Corp., Long Beach, Calif., announces the installation of a propane bulk plant, seven miles southeast of Bakersfield, Calif., at the intersection of US Hwy 466 and Weedpatch Hwy. W. R. Herndon is in charge according to R. L. Cole, president of Globe. Mailing address is P. O. Box 365, Oildale, Calif.*

*The appointment of Tryman Distributors, Inc., 3205 W. Burleigh Ave., Milwaukee, Wis., as sole distributor for the complete line of REX automatic water heaters, is announced by the Cleveland Heater Co. Tryman's territory will include the State of Wisconsin and the upper peninsula of Michigan. Tryman is headed by Thomas E. Cavanaugh.*

*The Columbia Pipe & Supply Co., Chicago, has been named a distributor for Ruud Manufacturing Co. in Chicago and 10 northern Illinois counties. The complete line of Ruud products will be carried.*







## **"Looking for more sales and profits?"**

You can boost those slumping warm weather sales with these DAL-WORTH units designed to make the switch to complete LP Gas farm operation more convenient . . . more economical.

DAL-WORTH portable LP gas tanks eliminate the loss of time for moving lumbering equipment to a refueling point. The 2-wheel unit can be in place and equipment refueled in a matter of minutes.

The 4-wheel anhydrous ammonia tank offers the additional feature of quick conversion to a simple trailer unit for miscellaneous hauling.

You can sell these units with the assurance that your customer is getting the finest equipment money can buy . . . backed by over a quarter century of experience and the DAL - WORTH "CERTIFIED CONSTRUCTION" SEAL.

Whatever your needs . . . on the ground, on skids, or on wheels . . . you'll do best to come to DAL-WORTH!



Transport and Delivery



Dispensing Units

System, Skid and Storage

Send for Dal-Worth's newest catalog of quality engineered LP gas and anhydrous ammonia tanks . . . the coupon is for your convenience.



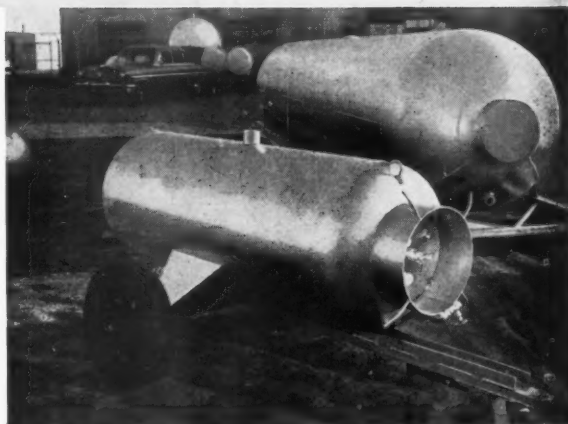
# **DAL-WORTH TANK**

## **COMPANY**

East Highway 80

Grand Prairie, Texas

P. O. Box 818



2-Wheel Portable Refueling Units. Available in 250-gallon and 500-gallon capacities.



4-Wheel Portable Anhydrous Ammonia Tanks. 500-gallon and 1000-gallon Capacities.

**DAL-WORTH TANK COMPANY**  
BOX 818, GRAND PRAIRIE, TEXAS

Gentlemen:

Please rush us your latest catalog describing DAL-WORTH'S "Certified Construction" tanks.

Company \_\_\_\_\_

Att'n: \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## ASSOCIATIONS

### Western Liquid Gas plans big convention

The most pretentious convention and trade show yet held by the Western Liquid Gas Association is scheduled for April 17 to 19 in Fresno, Calif. Headquarters will be the Fresno Hacienda. Reservations should be made early and mailed to Douglas C. Westerhout, executive secretary, at P. O. Box 3026, Fresno.

In addition to the trade show which will occupy several rooms as well as the patio and the street in back, special features will be the election of officers for the coming year, a meeting of the board of directors of the National LP-Gas Council, and the closing banquet and entertainment.

Prominent speakers on the program will include Talmage Lovelady, president of the Liquefied Petroleum Gas Association; Walter Prill, Southern Counties Gas Co.; W. R. Sidenfaden, Suburban

Gas Co., and Tyler MacDonald, Hixson & Jorgensen advertising agency.

Current president Jim Wilson will preside at the meetings. Two round-trip, all-expense tours to Honolulu will be awarded.

### Minnesota school offers courses on two levels

Three days of concentrated study in the latest technical, service, and commercial developments in L. P. gas will be provided for beginning and advanced students at the Tenth Annual Liquefied Petroleum Gas Service School at the Institute of Agriculture, University of Minnesota, in St. Paul, Minn., March 24 to 26.

The school is given by the University in cooperation with the L. P. gas industry, the LPGA, and the Minnesota LPGA.

Open to anyone connected with, or interested in, the installation

and servicing of L. P. gas equipment and appliances, the course of instruction will be given at two levels. Admission on the advanced level requires either attendance at two L. P. Gas Service Short Courses, or attendance at one Short Course plus three years of servicing experience, or five years' servicing experience.

Courses of instruction on the basic level will run from installation procedures and tests to brooders and tank heaters, and from oven and water heater controls to ranges, carburetion, water heaters, venting, public relations, safety, and properties of LPG. Advanced instruction will include clothes driers, space heating, tractor carburetion and servicing, controls, top burner controls, safety, public relations, grain drying, venting, and burner characteristics. Classes will be held on the St. Paul campus. Fee is \$15 per person.

### Dealers, firemen benefit from fire demonstration

An LPG fire control school, held in Fresno, Calif., on Jan. 15, furnished important information for many dealers and 165 firemen from five nearby communities and fire districts.

The demonstration was under the direction of the Western Liquid Gas Association and the Ansul Chemical Co., with Joe E. Holmes, of the latter company, and his associates putting on one of the finest displays ever conducted in California, according to many who attended.

After the outdoor session, the entire group met in the assembly room of the Fresno city fire department training center to discuss the demonstration and to hear a highly informative address by dealer Henry Haar, Fresno, on "Properties, Use, Safe Handling and Installation of L. P. Gas."

### Midwest service school set for Iowa in April

The eighth L. P. gas service school for District 4 of the North Central Section of the LPGA will be held this year at Iowa State College in Ames, Iowa. The dates are April 16 to 18 inclusive. Sessions will be conducted by the engineering extension division of the college.

Technical and practical sub-

### ... for Official LP-Gas Advertising

Economical  
Distinctive  
Effective



For Over Ten Years . . . BEALS Advertising Company has served the LP-Gas industry with effective, outstanding supplies and advertising material, all featuring the nationally recognized emblem shown above. It'll pay you to . . .

### Check these items for samples and prices

#### ADVERTISING

- ☐ Newspaper Ad Mats
- ☐ Insert Folders—Gas and Appliances
- ☐ LP-Gas "Engine Fuel"—Campaign
- ☐ "Homemaker Hints"—Monthly Home Service Contact

#### PRINTED SUPPLIES

- ☐ Decals—Tanks, Trucks
- ☐ Thrifty-Cals—Tanks, Trucks
- ☐ Embroidered Uniform Emblems
- ☐ Statements, Envelopes, Letterheads

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

Clip Out and  
Mail Today to

**Beals**

advertising co.  
1503 NE 23rd Street  
Oklahoma City, Oklahoma



**PLAN NEXT SEASON'S STORAGE NOW!**

*for Maximum Safety*

**BUY BEAIRD PRESSURE STORAGE VESSELS**

*Did this winter catch you short on storage? . . . Then now is the time to plan for next season, and those new customers.*

When you do, remember, all pressure storage vessels look a lot alike . . . but there is a big difference that adds up to safe service. This is why Beaird "controlled quality" construction is important to you. Check these features that give Beaird storage *safety plus*.

- 100% stress relieving
- 100% X-Ray of all shell seams
- Submerge arc machine welded seams inside and out
- High pressure hydrostatic testing
- Built to meet or exceed latest ASME code
- Double inspection . . . 1. By Beaird's skilled inspectors . . . 2. By a full time licensed National Board insurance inspector.

**LONG  
TERM  
FINANCING**

*Why accept less safety and quality? Check with Beaird on "Controlled Quality" pressure storage vessels for your next installation.*

**THE J. B. BEAIRD COMPANY, INC.**

*A Subsidiary of American Machine & Foundry Company*

Shreveport, Louisiana    Clinton, Iowa    Stockton, California

**BEAIRD INTERNATIONAL, INC.**

SHREVEPORT, LOUISIANA

Sales Offices: Calgary, Alberta, Canada — Caracas, Venezuela



# TWO WAYS TO PROFIT

WITH BEAIRD LP-GAS  
FILLING STATIONS



1. COMMERCIAL LOCATION



2. TRUCK-STOP LOCATION

Look at the LP-Gas motor fuel market for the year 'round extra gallonage that levels out your LP-Gas sales curve. Here are two ways to build this profitable business.

1. *The commercial station installed at a large fleet operator's home base.*
2. *The truck-stop station installed along a busy highway.*

Either installation can lead to substantial additional sales of LP-Gas. There is a bonus too . . . the offer of a commercial station to a fleet operator can stimulate a large conversion program. A highway station convenient to smaller truck owners will convince them that conversion is practical. And there are many other ways to profit with Beaird LP-Gas filling stations.

*Send today for the LP-Gas filling station profit story and long term financing plan.*

*Gallonage records of service stations now in use prove that your Beaird LP-Gas service station can pay for itself in a single year's operation.*

## THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company  
Shreveport, Louisiana    Clinton, Iowa    Stockton, California

BEAIRD INTERNATIONAL, INC.  
SHREVEPORT, LOUISIANA

Sales Offices: Calgary, Alberta, Canada — Caracas, Venezuela



*If you have a commercial fleet and want to save on the yearly propane or natural gas bill, Beaird has the perfect solution. When you are in the market for new gas equipment, or even when developing a new business, Beaird is the qualified provider of a qualified argument of quotation.*



jects will be covered—10 in all—and the course will close with a panel discussion of questions from servicemen.

Additional information about the service school may be had from the LPGA or D. C. Faber at Iowa State College.

### Calif. LP Council members launch big local tie-in

Formation of the California-National LP-Gas Council, sponsored by the Western Liquid Gas Association, is planned to give California members of the National LP-Gas Council an opportunity for a unified local tie-in with the national program.

To get things really rolling, the California group, headed by Ralph Weaver, Weaver Gas Service, San Jose, has retained the public relations firm of Herbert Cerwin & Staff.

As Petrolane Gas Service Inc. president Rudy Munzer told a recent press conference: "We have something good to sell, but we have never gotten around to selling it."

### Tank Truck Carriers will meet in April

National Tank Truck Carriers Inc. have scheduled its 10th annual convention for the week of April 27 to May 2 at the Boca Raton hotel and club in Boca Raton, Fla.

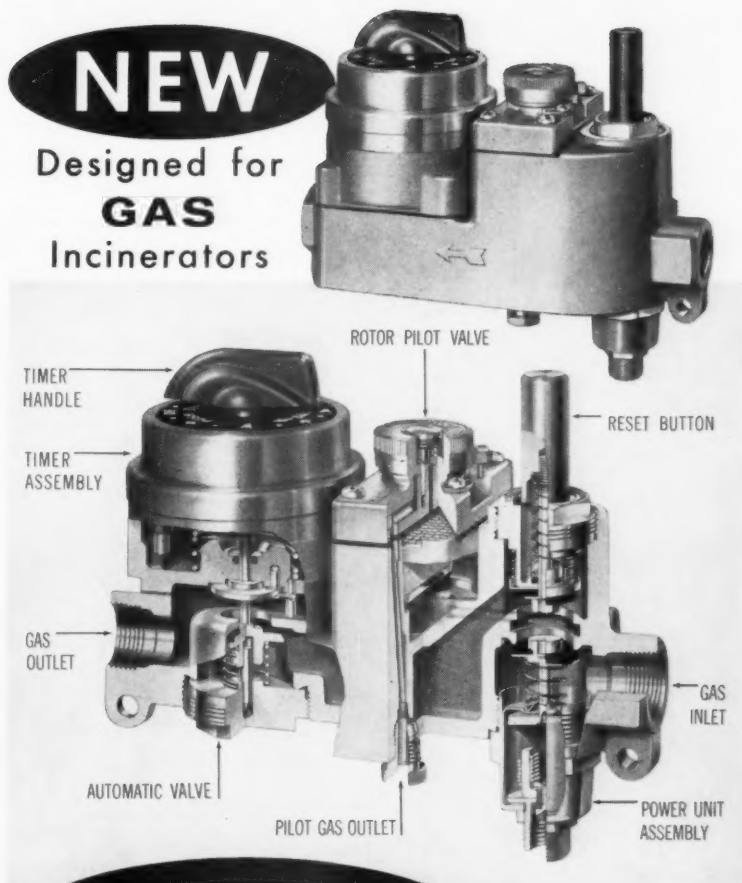
While the critical national and international situations, as affecting the tank truck carriers, will be discussed by prominent authorities at the meeting, there will be ample time for relaxation. At recent conventions in the same location this group has found a particularly attractive setting for vacationing.

### Sprague's Abbott heads GAMA's GEM committee

C. H. Abbott has been elected chairman of the Gas Equipment Manufacturers committee of the Gas Appliance Manufacturers Association. He is treasurer of Sprague Meter Co.

The vice chairmanship of the committee went to Kenneth R. D. Wolfe, Fisher Governor Co.

Mr. Abbott succeeds C. Benson Dushane, Jr., American Meter Co., who will continue as a member of the committee. Other members



## BASOTROL semi-automatic VALVE

### Combines 4 units in 1 compact unit

**B**

- Semi-automatic main burner valve with either 2-hour or 4-hour main burner operation cycle.
- Baso automatic pilot for complete shut-off of main burner and pilot burner gas.
- Rotor pilot valve with built-in adjustment for "on-off" pilot burner operation.
- Pilot gas filter for less pilot outage.

It's easy to install! It's compact and lightweight!

It's the all-new A.G.A. approved Basotrol semi-automatic incinerator valve, designed to give main burner operation in 2-hour or 4-hour periods or for any shorter time. All operating units are replaceable for quick and easy servicing. The main valve timer can be installed in any of four positions at the buyer's option.

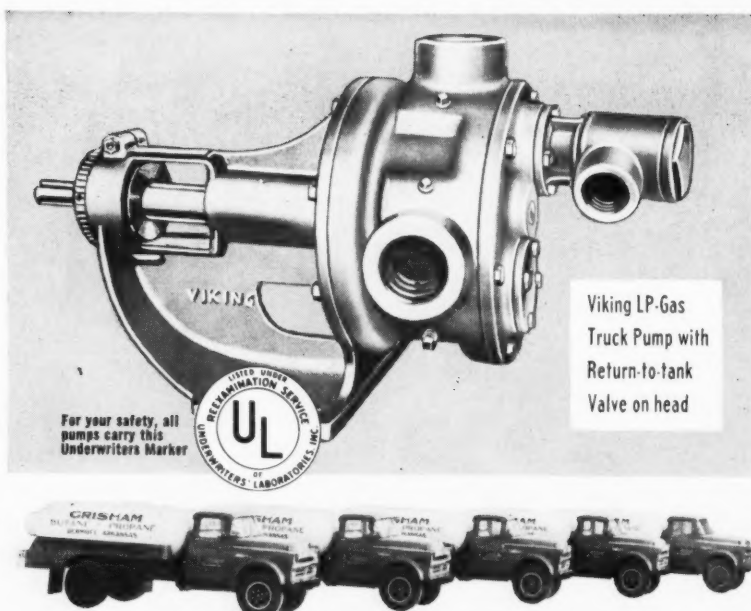
Put a Basotrol valve in your new gas incinerator design. Pipe size:  $\frac{3}{8}$ " N.P.T. Capacity: Natural Gas at 1" W.C., 82,880 Btu/hr.

For more information about Basotrol, WRITE

# BASO INC.

Dept. SB-3 • MILWAUKEE 1, WISCONSIN

(Formerly Milwaukee Gas Specialty Company)



## SO MANY FLEETS STANDARDIZE ON VIKING LP-GAS TRUCK PUMPS

... for these reasons

- ▶ No leakage. (Features mechanical seal and O-ring gaskets for non-leak operation.)
- ▶ No vapor purging devices. (Fast, positive pumping, using Viking's famous "gear-within-a-gear" pumping principle. Eliminates extra gadgets.)
- ▶ Available with return-to-tank valve on pump head for complete safety and quiet operation.
- ▶ Equipped with integral thrust bearing for continued long life.
- ▶ Available in 3 sizes — 28, 38 and 70 G.P.M.



Write today for our free catalog HB

### VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

See Our File in Butane-Propane Catalog

Keep Up with L. P. gas  
Developments Each Month

by subscribing to

198 SOUTH ALVARADO STREET, LOS ANGELES 57, CALIFORNIA

See Page 2 for Foreign Rates

☐ Check herewith ☐ Bill me ☐ 1 year \$2.00 ☐ 2 years \$3.00

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**BUTANE-PROPANE**  
*News*

are Paul Kreuch, Rockwell Manufacturing Co., and E. C. Hemes, Vulcan Rubber Products Division of Reeves Bros., Inc.

The committee conducts advertising programs and other projects to promote the seven household uses of gas—cooking, heating, water heating, clothes drying, air conditioning, refrigeration and incineration.

### Heating-Cooling Council appoints field director

The Better Heating - Cooling Council, with headquarters in New York, has appointed Warren L. Owens as field director. His duties will cover the organization of community Better Heating-Cooling Councils in major cities throughout the country.

### AGA chooses theme for annual convention

"Gas Builds a Greater America" is the theme chosen for the 1958 annual convention of the American Gas Association. It will be the 40th such affair and will be held, as usual, in Atlantic City, N. J. Dates are Oct. 13 to 15.

Four major sub-themes will be featured. These are: "What's Ahead," "Some Problems to Consider," "Meeting Our Opportunities," and "A Time for Greatness—Making the Most of Our Opportunities."

### Four-times-weekly radio broadcast to push LPG

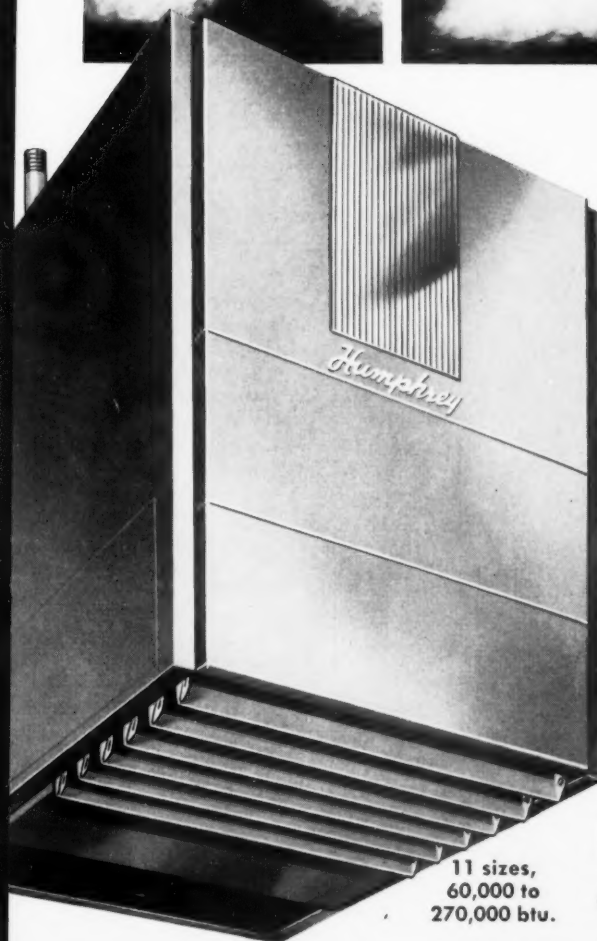
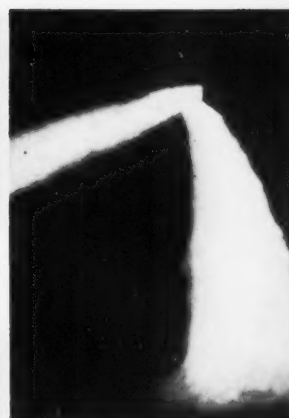
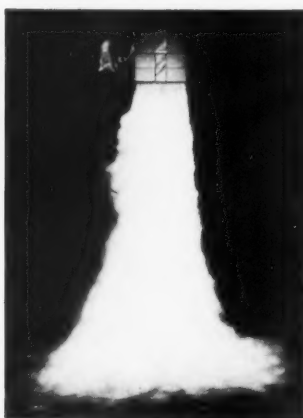
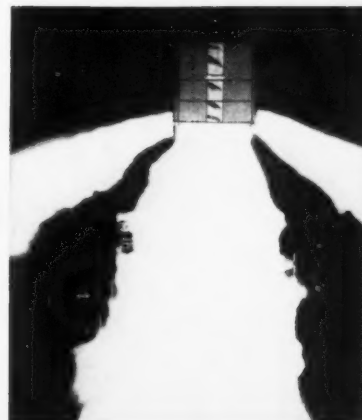
A four-times-a-week radio network news broadcast to be heard over 400 local stations that make up the Mutual network will be sponsored by the National LP-Gas Council beginning in April, telling the entire nation about the virtues of L. P. gas and its uses.

Announcement of the broadcast plans was made recently by Council director George J. Schulte, Jr. The network newscast was planned under direction of the Council's advertising committee headed by D. G. O'Meara, Pyrofax Gas Corp.

Tie in on the local level will be allowed to members of the Council who may purchase local time before and after the national show. Announcement as to exact times and stations of the newscast will come shortly.

# NEW *Humphrey* **Multi-Directional** **AUTOMATIC GAS UNIT HEATER**

*FIRST to deliver Warm Air*  
*STRAIGHT DOWN and from front and sides*



11 sizes,  
60,000 to  
270,000 btu.

These smoke test photos tell the story of the greatest advance ever made in gas unit heaters. Here is the first unit heater to deliver warm air *straight down*, and from front and sides — the first with interchangeable and optional louvers that can be installed on the job, to provide the most effective warm air circulation for each individual installation! Equipped with top-mounted fan, unique "open-top" heat exchanger, and completely enclosed controls. May be ducted to use 100% outside air for combustion, or installed in batteries of several units using same piping, wiring and vent.

## **New 8-Page Brochure FREE!**

Find out how this new Multi-Directional heater improves warm air circulation and cuts heating costs on all commercial and industrial installations. Write today for colorful free brochure.

## **GENERAL GAS LIGHT COMPANY**

Kalamazoo, Michigan  
Originators of Gas Unit Heaters



## **MOST ADAPTABLE UNIT HEATER EVER DESIGNED**



**FRONT DISCHARGE**



**FRONT AND BOTTOM DISCHARGE**



**BOTTOM DISCHARGE**



**SIDES AND BOTTOM DISCHARGE**

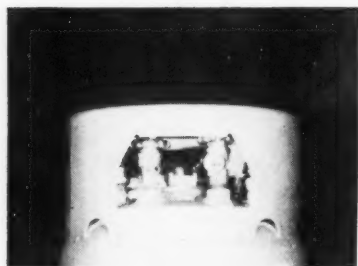


**SIDES AND FRONT DISCHARGE**

# WHAT'S NEW

## IN PRODUCTS AND TRADE LITERATURE

*For further information on items reviewed in this section use  
the convenient post-paid Readers' Service Cards on pages 75, 76*



### Cylinder for universal service

A lightweight 23½ gal. universal cylinder which can deliver propane either as a liquid or vapor (or both at the same time) in either the horizontal or vertical position is announced by Linde Co. All necessary fittings for the variety of services are included with the cylinder.

*Circle 1 on Readers' Service Card*

### Radiant circulator heater

The 1958 Quaker unvented gas radiant circulator heater series features "Air Stream" construction with internal baffles. This results in a heater cabinet that is "cool-to-the-touch" at all times. Standard equipment on the heaters includes "Multi-Heat" raised port burner and two-tone "Heat-Flo" radiants that give off a true fire-place glow. Models range in size from 12,000 to 40,000 Btu.

*Circle 2 on Readers' Service Card*

### Year-round conditioner

The new model Janitrol Win-Sum-Matic year-round air conditioning unit occupies as little as 4½ sq ft of space. The cabinet is an absolute rectangle and comes in two-tone colors. Six sizes, from 80,000 to 200,000 Btu input are available in the gas heating part of the unit. The electric summer conditioning is air-cooled.

*Circle 3 on Readers' Service Card*



### L. P. gas burners

An improved line of Power Jet hand operated L. P. gas burners has been developed by the Manchester Tank & Equipment Co. A pilot burner adjustment, as an integral part of the valve system, has obviated the greatest single cause of flame failure due to gusts and high winds. The burners come

in three sizes, 3 ft in length, weighing 2¼ lb.; 8 ft in length weighing 4½ lb.; and 12 ft in length weighing 5 lb.

*Circle 4 on Readers' Service Card*



### Transport tank

Dallas T-1 Blimp transport tank, with innovations such as the convenient permanently mounted ladder welded and sturdily braced to the side of the tank, is a development in transports for LPG by the Dallas Tank Co.

*Circle 5 on Readers' Service Card*

### Mobile radiotelephone

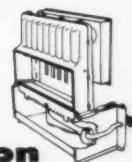
Kaar Engineering Corp. announces it has developed a low-priced FM mobile radiotelephone that can be licensed for use by any citizen of the United States for communicating between vehicles and fixed points, from one vehicle to another and between two or more fixed points. It is operable in the 450-460 megacycle Special and Safety Services and the 460-



**Moore's** gas heaters, now manufactured by Locke Stove Company and backed by an aggressive sales and advertising program for 1958, afford you greater profit opportunities than ever before. Your **Moore's** Distributor is now offering **big early booking discounts** with Anticipation or Fall Dating. Write now for complete details on this greater-than-ever gas heater line.

**Moore's**  
GAS HEATERS

Division of  
**LOCKE STOVE COMPANY**  
114 West 11th St. • Kansas City, Mo.



*The heater with the* **cast iron** *heart*

For further information on these products use Readers' Service Cards on pages 75, 76

470 megacycle Citizens Radio bands. It is available as a complete single package unit.

Circle 6 on Readers' Service Card

mixer assembly and dry bath air filter, designed to attach to the gasoline carburetor in place of the existing air cleaner.

Circle 7 on Readers' Service Card

#### Adapter-mixer

A new adapter-mixer is available from American Liquid Gas Corp. It has been designed particularly for use on 4 bbl carburetors on combination LP gas and gasoline systems. It is a self-contained

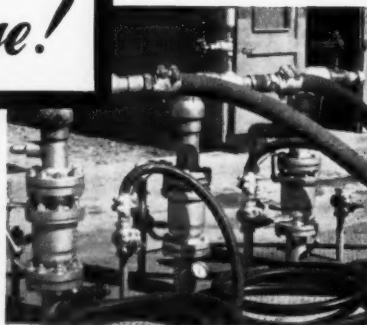
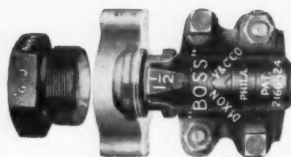
#### Water heater line

Temco's line of gas water heaters consists of 20, 30 and 40 gal. models in a Tall-Boy series and 20, 30, 40 and 55 gal. models in the Shorty series. Both are available

in models carrying one, five and ten year warranties. The complete line features perimeter burners, triple jet pilots, radiant shields, fiberglass insulation, steel draft diverter hoods, steel flue baffles, drain valves and 100 per cent automatic controls as standard equipment.

Circle 8 on Readers' Service Card

*Strongest, Safest  
Connections...for  
All L-P Here!*

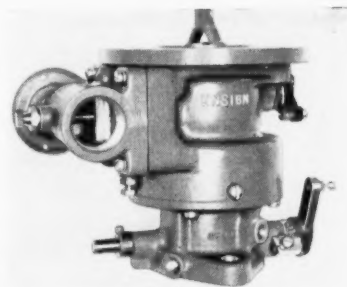


## "GJ-BOSS" STYLE X-34 GROUND JOINT FEMALE COUPLINGS

Unequalled in strength, durability and safety! That's why more and more "GJ-Boss" Couplings are being used on hose handling L-P Gas . . . at bulk plants . . . on carloading rigs . . . and other installations. All parts are steel or malleable iron, thoroughly rustproofed. Furnished with super-strong "Boss" Offset and Interlocking Clamps. Ground-joint union between stem and spud forms leakproof, trouble-free seal. Sizes 1/4" to 6", inclusive. Also available in washer type, and with companion "Boss" Male Couplings. Stocked by Manufacturers and Distributors of Industrial Rubber Products.

# DIXON Valve & Coupling Co.

GENERAL OFFICES & FACTORY—PHILADELPHIA 22, PA. BRANCHES—CHICAGO  
BIRMINGHAM • LOS ANGELES • HOUSTON • DIXON VALVE & COUPLING CO., LTD., TORONTO  
ASSOCIATE COMPANIES—BUCK IRON COMPANY, INC., QUARRYVILLE, PA. • PRECISION DRAWN STEEL COMPANY, CAMDEN, N.J.



#### L. P. gas Ford carburetors

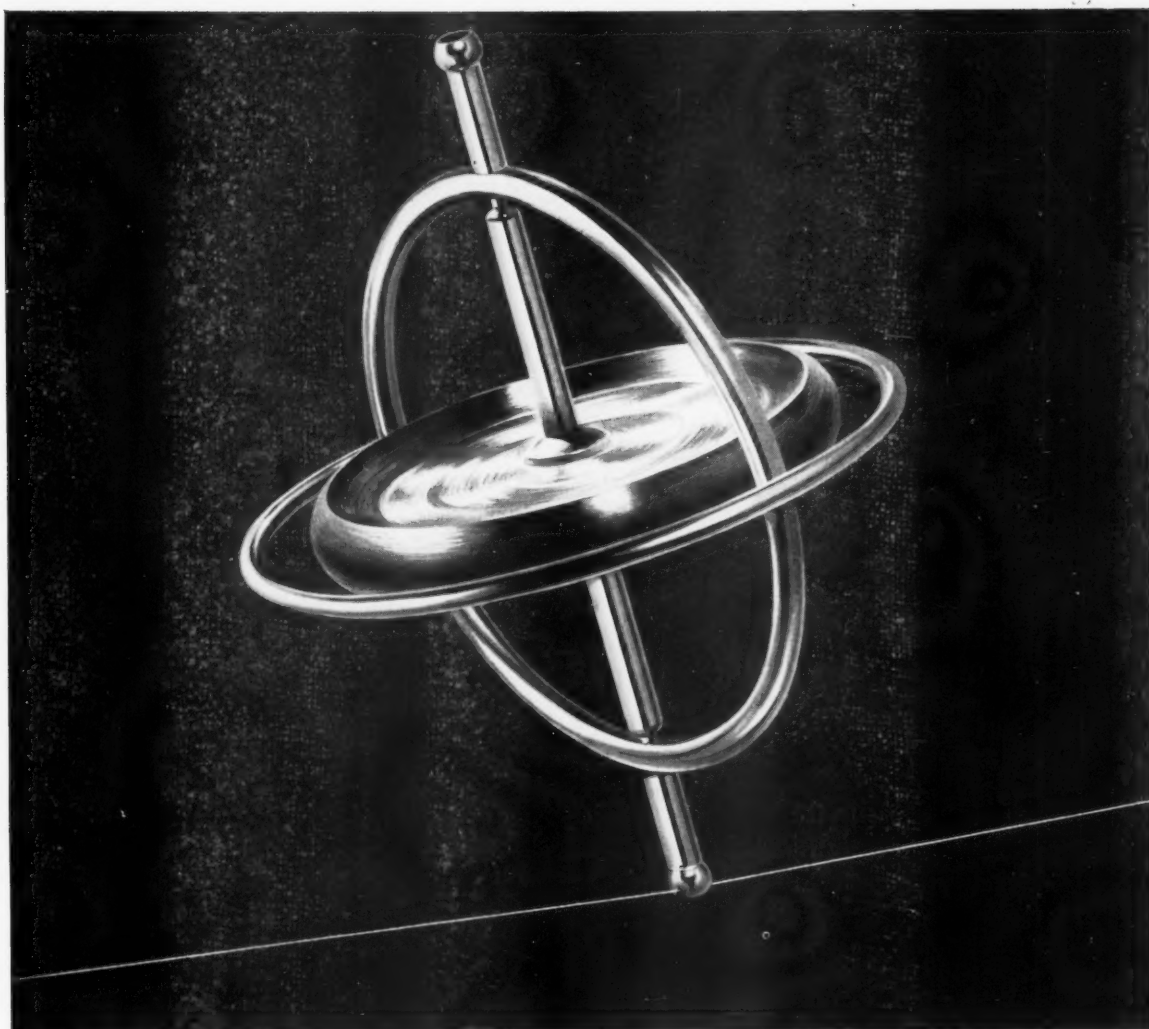
For 1957 and 1958 Ford truck engines, equipped with Loadamatic Spark Ignition, Ensign Carburetor offers an L. P. gas carburetor with various adaptors for 2- and 4-bbl manifolds. These are also available for 1955 and 1956 models. The unit incorporates a built-in economizer which assures minimum fuel consumption during practically all working load ranges. Nylon bearings and Neoprene seals on the choke shaft are featured. The standard Ford air cleaner is used.

Circle 9 on Readers' Service Card



#### Chemical fire extinguisher

Dry chemical powder—an effective killer of both flammable liquid and electrical fires—is now available in a 2 1/2 lb pressurized extinguisher from the Fyr-Fyter Co. It is recommended for emergency vehicles, trucks and buses, small



## BALANCED PROGRAM...

The Shell Propane service program is balanced and stable.

Our contract customers can rely on:

**1. Quality**—Shell's reputation for quality control is traditional in the industry.

**2. Assurance**—Every Shell customer is assured that the propane he contracts for is already proved and reserved at 26 strategic production centers.

**3. Delivery**—Always uniform and prompt . . . because the propane is available in accordance with the terms of the Shell Contract.

**4. Service**—Shell field engineers are always available for any kind of propane service.



**SHELL OIL COMPANY**

Albany • Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Indianapolis • Los Angeles  
Minneapolis • New Orleans • New York • Portland, Oregon • Sacramento • St. Louis • San Francisco • Seattle



boats, and various light industry applications. Operating at a pressure of 150 psi and with pressure constantly indicated on a built-in gauge, the unit has been tested to 450 psi without damage.

Circle 10 on Readers' Service Card

### Residential air conditioner

Development of a low cost method of year-round air conditioning for the home or small business building is announced by Carrier Corp. It includes a new line of heating units designed for use with natural, mixed or liquefied petroleum gases. The new method pairs a furnace and horizontal-type cooling unit to form a Thermo-Center. Easily utilized in either basement or slab-type construction, the horizontal cooling unit is placed outside the home and the cool air distributed through the warm air heating system's duct work. The heating unit blower is used to distribute the air. Control is by means of a thermostat that switches from cooling to heating and vice versa as needed.

Circle 11 on Readers' Service Card



### Larger cargo space

Fifty per cent more cargo space is featured on three newly-styled "smoothside" pickup truck models by Chevrolet. The pickups are offered with either 6½ or 8 ft box lengths on two wheelbases in the ½-ton series and an 8 ft box in the ¾-ton model. Floors are of durable seasoned hardwood with flush type steel skid strips.

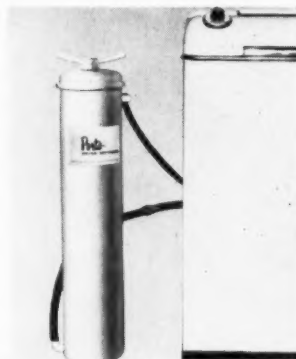
Circle 12 on Readers' Service Card

### Asphalt and tar kettle burners

A new burner assembly for heating asphalt trucks and tar kettles is now available from Flamegas. The burner operates on liquid or vapor LPG. On liquid, LPG is vaporized in the burner head and delivers

500,000 Btu or less per hour. Vapor withdrawal provides 300,000 Btu or less. Comes with 100 per cent safety controls and automatic temperature control (100° to 500° range). Attachments are available for a variety of heating, drying, burning, and melting operations.

Circle 13 on Readers' Service Card



### Water softener

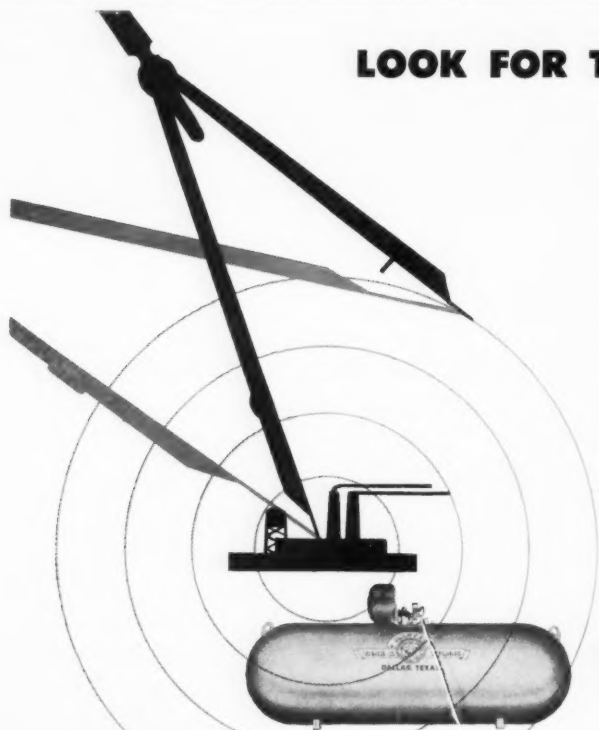
A water softener, manufactured by the Porta Water Softener Co. Inc., is designed to occupy a minimum of space yet meets the requirements of unlimited soft water

## LOOK FOR TANKS WITH A COMPASS

### Draw a 500-Mile Circle Around Your Tank Yard!

Distance does make a difference . . . when it comes to delivery. That's why we built our newest plant in Quincy . . . along the Mississippi River in industrial Illinois. This was no mere accident . . . we spent over a year selecting a site that would permit speedy delivery anywhere. Quincy is practically in the center of the United States . . . and we can ship by truck, water and rail all over the world.

Don't carry an expensive inventory. Overnight shipments can be made to most of our customers. Order your tanks from Master in Quincy for more sales . . . greater profits. Southern shipments from our Dallas plant.



We can produce 5,040 of the world's finest tanks a month. Thoroughly dehydrated. Finished with rust-proof primer and the finest quality paint.



2000 South Front Street • Box 39 • Quincy, Illinois

Southern shipments from our Dallas, Texas, plant.

THE WORLD'S MOST MODERN  
PROPANE TANK MANUFACTURING PLANT

BUTANE-PROPANE News



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April, 1958

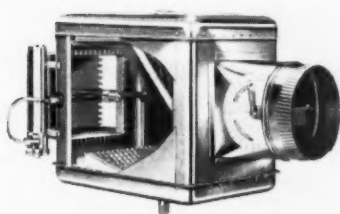
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Circle the  
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item requested

for small homes and business establishments. It uses high capacity resin for a softening agent and can be regenerated in 15 minutes with 7½ lb. of salt pellets. It is complete and ready to be put in operation when delivered by connecting to the main water supply or directly to the automatic or wringer type washing machine.

Circle 14 on Readers' Service Card



#### Automatic spray humidifier

An automatic spray humidifier that fits all forced air heating systems is made available by Lennox Industries. It will evaporate up to 18 gal. per day, and automatically meter the proper amount of humidity according to the severity of the weather.

Circle 15 on Readers' Service Card

#### Angle valve

An angle valve with an integral excess flow valve is one of the new products shown by Roney. It has a generous high-flow capacity, with a low pressure drop. In addition to the excess flow, the UL approved valve provides a boss or pad on the downstream side of the body which may be tapped for attaching either a hydrostatic relief valve or a vent valve. Triple "O" rings and stem thread seals assure long life free from leakage.

Circle 16 on Readers' Service Card

#### 20 in. rangette

A space-saving Hardwick 20 in. rangette features a spacious oven 16 in. wide by 19 in. deep and 13 in. high and a broiler equally generous in proportion. It also features the AstraGlo back panel . . . the back panel composed of frosted glass panels through which light diffuses. The panels are centered by a self-starting electric clock, a four-hour timer, and an outlet.

Circle 17 on Readers' Service Card

#### Point-to-point radio

Many modes of operation are possible with Motorola's new 890-960 MC. UHF point-to-point radio equipment through utilization of different connections on terminal strips in the unit's bottom panel. The set is especially designed to remotely control isolated base stations in mobile radio systems, although it can be supplied for point-to-point multiple channel communications for use in microwave and other applications.

Circle 18 on Readers' Service Card

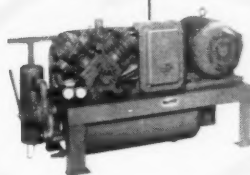
#### Meat cooking facilities

A gas range with a wide assortment of new meat cooking facilities has been introduced by Whirlpool Corp. These include: an automatic self-baster, which may be attached to the rotisserie spit; individual skewer; a special meat oven; an optional automatic rotisserie; an optional probe which plugs into the barbecue meat oven. The line includes three 40-in. ranges and two 30 in. models. Designed for flush-to-wall installation.

Circle 19 on Readers' Service Card

## ARE YOU RECEIVING A **BONUS** TANK IN EVERY 20 TANK CARS?

### YOU CAN and HERE'S HOW!



The Brunner LP Gas Transfer Unit not only transfers all liquid to your storage tank but also removes and liquidifies the gas vapors in the tank car. That amounts to one extra tank car of gas from every 20 tanks.

It's also the economical and efficient way to load tank trailers and even discharge into storage tank of ultimate consumer.

#### GALLONS OF LIQUID REPRESENTED BY VAPOR CONTENTS OF 10,000-GALLON TANK CAR

COMMERCIAL PROPANE			BUTANE		
Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable	Tank Car Temp. — F.	Corresponding Pressure-psi	Gallons Recoverable
110	212	540	120	62	204
100	185	485	100	43	157
80	140	392	80	27.5	115
60	102	307	60	15.2	85
40	72	237	40	5.6	61
20	47	175	30	2.1	51



WRITE FOR FREE BOOKLET . . .  
Tells You How To Get Transfer Savings

### BRUNNER DIVISION

DUNHAM-BUSH, INC.

UTICA, NEW YORK



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BRUNNER THE BRUNNER CO. GAINESVILLE, GA.  
heat-x HEAT-X, INC. BREWSTER, N.Y.

## TRADE LITERATURE

### Fork lift cylinder catalog

LPG cylinders for fork lift trucks are featured in a new four page color catalog issued by Scaife Co. Benefits, features, specifications, and drawings of three standard size cylinders are covered. Ten reasons why LPG is the best fork lift fuel make up one entire page of the booklet.

Circle 20 on Readers' Service Card

### Brochure of case histories

Parlett Gas Co., Waldorf, Md., is one of several companies illustrated in a case history brochure which documents the speed, efficiency, and economy of mobile radio systems operating in a broad range of industrial, utility, business, and professional service organizations. Also described and illustrated are various types of Radio Corp. of America mobile radio and base-stations systems and equipment for service groups.

Circle 21 on Readers' Service Card

### Pay policy book

A newly published book, "People and Paychecks" reviews the pay plans evolved by Standard Oil Co. of California as a result of some 35 years of experience in pay administration. It includes details of job description, methods of job evaluation, design of pay structures, and administration of pay plans.

Circle 22 on Readers' Service Card

### Industrial equipment data

A catalog of "buzzer" industrial gas burners, furnaces and accessories for heat treating, metal melting, soldering and drying has been issued by Charles A. Hones. It illustrates and describes the full Hones line, including sections on special furnaces and manual and automatic controls.

Circle 23 on Readers' Service Card

### Dial scale catalog

The Howe Scale Co. has just released a catalog showing many different types of dial scales. It shows scales for a wide cross-section of industry and agriculture, together with related accessories. Listed are specifications including dial graduations, capacity, platform dimensions, and other key factors.

Circle 24 on Readers' Service Card

### Fire protection brochure

"Fire Protection Service Plan," published by Ansul Chemical Co., points out how a company can do a complete job of protecting itself against damaging fire loss. It emphasizes the need for fire fighting training and fire prevention planning.

Circle 25 on Readers' Service Card

### Laboratory furnace brochure

A 4-page bulletin S-1055, describes the compact, lightweight Selas laboratory furnace which provides continuous or intermittent operating temperatures from 1000°F (538°C) to over 3350°F (1844°C) for testing or processing small samples.

Circle 26 on Readers' Service Card

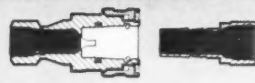
Eliminates  
Hazard  
of Leakage  
or Spillage



APPROVED BY  
UNDERWRITERS'  
LABORATORIES

3-GRL1621  
QUICK-CONNECTIVE  
COUPLING

For L. P. Gas Line Connections



#### DISCONNECTED

Closed valves in Socket and Plug provide positive shut-off on both sides of line.



#### PARTIALLY ENGAGED

Coupling sealed by O-Ring — while valves remain closed. No possibility of premature flow or leakage.



#### FULLY ENGAGED

With Socket and Plug fully engaged to insure positive, foolproof connection, valves open to permit free flow of gas.

Specifically designed for L.P. gas line connections, Hansen GRL Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas. To connect (no tools required), you merely push the Plug into the Socket — all the way. To disconnect, just turn sleeve — Coupling instantly and automatically shuts off both ends of line.

Sockets available with 1/4" female pipe threads. Plugs available with 3/8" female pipe threads.

Write for descriptive literature

SINCE 1915

**THE HANSEN**

4031 WEST 150th STREET • CLEVELAND 35, OHIO

QUICK-CONNECTIVE FLUID LINE COUPLINGS

**MANUFACTURING COMPANY**



# Puregas

## IS THE SURE GAS!

★

Here's why  
it pays to buy LP Gas  
from Pure

Your reputation—and your success—depend upon the quality of the product you sell your customers. That's why it pays to handle the products that give you the tops in quality and service.

That's why it pays to buy your LP Gas from Pure.

Puregas, you see, is the *sure* LP-Gas... always moisture-free... always exceeds NGAA specifications... always of a uniform quality.

And you can count on Puregas to be shipped promptly because Pure Oil maintains its own fleet of tank cars that travel in any weather, any time of the year.

So decide now to be *sure* from now on... especially next winter. Call or write your nearest Pure Oil office.

- 
1. UNIFORM QUALITY
  2. FREE FROM MOISTURE
  3. PROMPT SHIPMENTS
  4. EXCEEDS NGAA SPECIFICATIONS
  5. DEPENDABLE PRODUCTION

# Puregas

Be sure  
with PURE



The Pure Oil Company, 35 East Wacker Drive, Chicago 1, Illinois  
Worland, Wyoming, Box 38 • Minneapolis, Minnesota, 825  
Thornton St. S.E. • Fort Worth, Texas, Fair Building, Box 2107

**NEW.....and even Finer**  
**THE IMPROVED**  
**"MASTER" VISIBLE**  
**FLOAT GAUGE**  
**for LPG and NH<sub>3</sub>**



*Bulk Storage!*

**your Biggest Dollar Value... because it's TAYLOR-made...**

- Completely Corrosion-Resistant
- Balanced Twin Counter Weights
- Extra Large Stainless Float
- Moisture-Proof Dial Assembly
- Easy-To-Mount Die-cast Head
- Sturdy Die-cast Gear Fork
- Hi-tensile Aluminum TUBING Float Rod
- MANY MORE NEW AND FINER FEATURES

WRITE TODAY FOR FULL DETAILS AND PRICES

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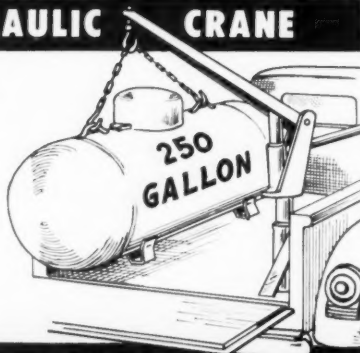


1213 S. AKARD, DALLAS 2545 SUMMER, MEMPHIS

**1000# LUTHER HYDRAULIC CRANE**

**Your driver ALONE can load and unload large tanks with ease**

- Extra Heavy Duty welded steel construction.
- Fits low on the truck out of the way when not in use.
- Full 360° rotation.
- Easily installed by any welder, garage or your mechanic.
- Discounts to Jobbers and Dealers.
- Crane truck mount and chain \$80.00 f.o.b. Pasadena, Calif. Money back guarantee.



**Luther Engineering & Mfg. Co. • 6 ESTHER ST., PASADENA, CALIF.**

**Radio equipment guide**

General Electric has issued a bulletin introducing the company's line of transistorized two-way radio equipment. It describes how engineering advances have been made to provide a 60-watt transistor-powered mobile radio.

Circle 27 on Readers' Service Card

**Customer circular on metering**

A circular for distribution by LPG dealers to their customers explaining the advantages of metered gas is available from Rockwell. Pocket-sized, the attractive orange and black fold-out circular also lists advantages of LPG itself. The circular is a part of Rockwell's 1958 L. P. gas promotion kit and may be had separately or as a part of the entire kit.

Circle 28 on Readers' Service Card

**Melting furnace aid**

Stroman Furnace & Engineering Co. announces a bulletin describing its gas mechanical and hydraulic tilt, crucible melting furnaces for nonferrous metals.

Circle 29 on Readers' Service Card

**Control valves literature**

Bulletin J-180 describes OPW-Jordan's sliding gate temperature control valves. Contains sizing charts, dimensional drawings, control ranges, material specifications, and accessory items list.

Circle 30 on Readers' Service Card

**File protection booklet**

Businessmen will be interested in Remington Rand's new booklet describing the various features and combinations of locking arrangements adaptable in the Remington-Rand Safe-File unit line.

Circle 31 on Readers' Service Card

**Diaphragm seal guide**

Diaphragm seals designed to protect pressure instruments against corrosion and clogging are described in Brooks bulletin 250.

Circle 32 on Readers' Service Card

BUILT  
RIGHT...  
TO  
SELL  
ON  
SIGHT



## VAILLANT Tankless WATER HEATERS



*Natural or LP-Gas*

At last . . . a tankless water heater superbly designed for low-cost, efficient operation and economy of space. And best of all — new modern Vaillant styling in a variety of decorator colors that radiate sales appeal. Sell the instantaneous water heater that's easiest to install, surest to please, most profitable to handle . . . the VAILLANT TANKLESS WATER HEATER.

**To help you sell:**

Written Warranty  
National Advertising  
Newspaper Ads  
Colorful Literature  
Decorator Color Sampler Displays



STANDARD CONNECTIONS FOR COMPLETE SYSTEMS  
Manufacturers Specifications

	MAG 125/0	MAG 250/0	MAG 325/0
Input (LP-Gas Model)	35,000 BTU/hr	70,000 BTU/hr	93,000 BTU/hr
Input (Natural Gas Model)	37,500 BTU/hr	79,000 BTU/hr	103,000 BTU/hr
Water Raised 100° F (LP-Gas Model)	29.4 gal/hr	58.8 gal/hr	78.0 gal/hr
Water Raised 100° F (Natural Gas Model)	31.5 gal/hr	63.0 gal/hr	84.0 gal/hr
Height	23 in	35 in	41.5 in
Width	9.2 in	14 in	16.5 in
Depth	8 in	10.2 in	10.2 in
Net Weight	16.5 lbs	31.9 lbs	37.5 lbs

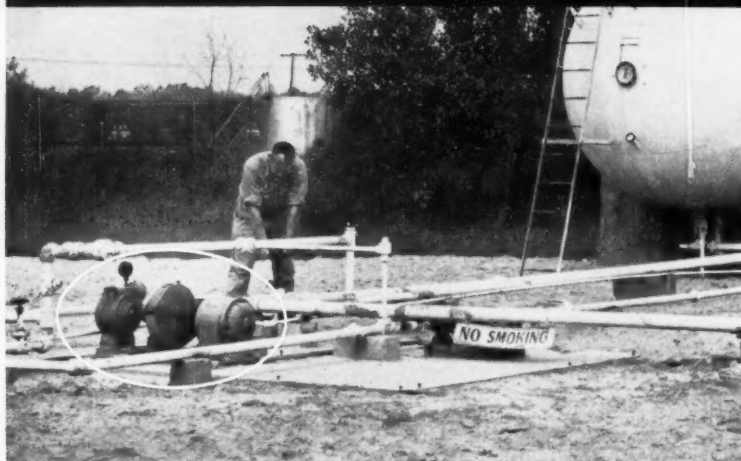
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Send information on  
VAILLANT WATER HEATERS

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## RUGGED, DEPENDABLE BLACKMER ROTARY PUMPS



### - setting new records of performance in bulk plant and truck pump service

The outstanding performance of Blackmer pumps in liquefied gas applications is evidence of the value of Blackmer quality. Meeting the highest standards of design and construction, Blackmer pumps give a bonus of efficiency, trouble-free service and safety.

**HEAVY-DUTY ANTI-FRICTION BEARINGS** located on both sides of the rotor and completely isolated from the pumpage.

**CARTRIDGE-TYPE MECHANICAL SEALS** located on both sides of the rotor to control shaft leakage and protect the bearings from pumpage. Easy to replace. Require no adjustment after installation.

**SLIDING VANES** which are "self-adjusting for wear" to maintain high efficiency over long periods of service.

Listed by Underwriters' Laboratories, Inc.



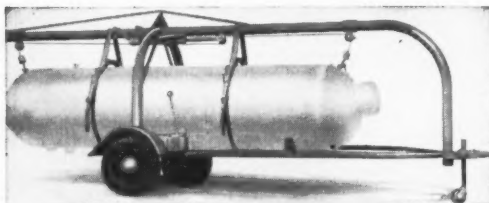
"liquid materials handling"® equipment

# BLACKMER

INDUSTRIAL, HAND AND TRUCK PUMPS, STRAINERS, PRESSURE CONTROL VALVES  
**BLACKMER PUMP COMPANY, GRAND RAPIDS 9, MICHIGAN**

DIVISION SALES OFFICES  
NEW YORK • ATLANTA • CHICAGO • GRAND RAPIDS • DALLAS • WASHINGTON • SAN FRANCISCO

See Yellow pages for your local sales representative



PAT. PEND.

## It's FOR YOU FISK TANK TRAILER HYDRAULIC

YES—ONE MAN—CAN FRISK your tanks with a FISK trailer. Simple to operate and maintain. The hydraulic system does all the work. Save muscles—time and money. Fisk will transport tanks up to 1260 w.g.

PRICED WITHIN YOUR REACH—WRITE TODAY

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Fisk Trailer Sales  
(Factory)  
Rt. 5, Box #98  
Oshkosh, Wisc.

# BPN

## the trade

### S. F. Shawhan is new president of Bryant Manufacturing Co.

Samuel F. Shawhan has been elected president of Bryant Manufacturing Co., a division of Carrier Corp., it is announced by Lyle C. Harvey, senior vice president of Carrier. Mr. Shawhan succeeds Ronald N. Campbell who has resigned.

Associated with Carrier since 1929, Mr. Shawhan has been assistant to the president since 1955.



S. F. Shawhan  
Bryant



G. R. Winder  
Ohio Injector

### Winder is vice-president of marketing for Ohio Injector

The new vice president of marketing for the Ohio Injector Co. is G. Richard Winder, according to an announcement by Roger E. Bremer, executive vice president.

Mr. Winder comes to the post with the 75-year old industrial valve producer from Chiksan Co., Brea, Calif., where he held a similar position. He succeeds William G. Shepard, who has resigned.

### Stephens named president of Arkla Air Conditioning Corp.

W. R. Stephens of Little Rock was named president of Arkla Air Conditioning Corp., Evansville, Ind., a subsidiary of Arkansas Louisiana Gas Co., at a meeting of the board of directors recently.

Les E. Walbridge, Evansville, Ind., Arkla general manager, was elected vice president of the firm.

B. E. Harrell of Shreveport, a



**AMERICAN®**  
metered service  
cuts costs  
and helps build  
sales faster.



**W-45-LPG Welded Steelcase Meter**

A new approach to meter maintenance. Adequate capacity for average homes without central heating. Light weight, sturdy, economical. Rated capacity 45 cfh propane at 1/2-inch w.c. differential — 5 psi working pressure — 1/2-inch F.P.T. connections.



**AL-110-LPG Aluminumcase Meter**

Provides accurate measurement from pilot burner to full capacity loads. Handles small commercial loads and medium-sized homes with heating. Compact, light weight, die-cast aluminum alloy body construction provides high resistance to impact damage. Rated capacity 110 cfh propane at 1/2-inch w.c. differential — 5 psi working pressure. Available with 3/8-inch, 1/2-inch or 3/4-inch F.P.T. connections.

American® LP-Gas meters simplify deliveries — costly cross-hauling and time-and-money wasting out-of-gas deliveries are stopped once and for all when metered service takes over. These sturdy, compact meters make possible increased storage on customers' premises and reduce multi-service installation costs.

LP-Gas meters bring "utility-type" service to your customers — build satisfaction and confidence in your service and help you sell more gas and gas appliances.

Economical Welded Steelcase and Aluminumcase meters provide the accuracy, dependability and low maintenance cost that have made American equipment the standard of comparison for more than 120 years.



Large Ironcase Meters



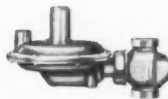
Meter Provers



Wet Test Meters



Welded Steelcase Meters



Reliance Regulators



**AMERICAN®**  
**METER COMPANY**  
INCORPORATED (ESTABLISHED 1876)

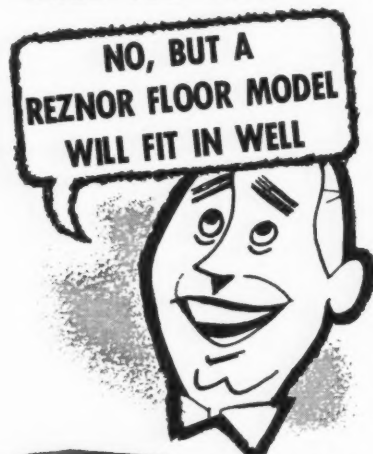
SUPPLIERS TO THE GAS INDUSTRY for ironcase, Timed Steelcase, Aluminumcase and Welded Steelcase Meters • American-Westcott Orifice Meters • Instruments • Balance Regulators • Apparatus • Valves

GENERAL SALES OFFICE: Philadelphia 15, Pennsylvania  
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Kansas City • Los Angeles • Minneapolis • New York  
Omaha • Pittsburgh • San Francisco • Seattle • Tulsa  
Wynnewood. IN CANADA: Canadian Meter Company, Ltd.,  
Milton, Ontario • Calgary • Edmonton • Montreal • Regina

**When that 'tough' customer says . . .**



**Just tell him . . .**



There's no getting around it; there are places where a suspended gas unit heater would do the heating job, but it just wouldn't look right. Reznor dealers have an advantage when jobs like this come up . . . they can substitute a Reznor floor model.

Sometimes a whole installation will be floor models. But more often floor units will be used to supplement an installation of suspended heaters. For example, in a factory to be heated with suspended units, the customer may prefer floor models for offices, reception rooms and other areas where appearance is more important and space-saving less of a consideration. When you sell Reznor you can bid and sell the whole job. You not only have a floor model . . . you have the best there is.

The Reznor FlexiTemp FM has advantages in design, construction and operation no other room heater can match. Your nearby Reznor distributor can give you the complete story . . . and he can fill your orders right out of stock, too. If you don't have all the details on this popular heater, give him a call . . . now.



Reznor Manufacturing Co., 4 Union St., Mercer, Pa.

vice president of ALG in charge of gas supply and gas sales, was named a new director. The board also elected Carlisle Schrader of Evansville, as assistant treasurer.

Mr. Stephens will serve in the dual capacity as president and chairman of the board of both Arkla and ALG. He was elected president of the gas utility January 24, succeeding the late J. C. Hamilton of Shreveport who also was president of Arkla.

#### **Burgess is elected president of American Machine & Foundry**

The election of Carter L. Burgess as president of American Machine & Foundry Co. is announced by Morehead Patterson, chairman of the board and chief executive officer.

Mr. Burgess was formerly president of Trans World Airlines. AMF acquired the J. B. Beaird Co. last year.

#### **Sanford named Crouse-Hinds vice president, manufacturing**

Charles W. Sanford has joined Crouse-Hinds Co. as vice president, manufacturing, it is announced by J. R. Tuttle, president and chairman of the board. He will direct and coordinate all manufacturing, industrial engineering, production planning and procurement for Crouse-Hinds.

Formerly manager of foreign operations for Philco Corp., Philadelphia, Mr. Sanford was also associated with Jack & Heintz, Cleveland, as vice president of manufacturing.

#### **Utility, Mission elect Chabre as vice president**

The election of P. L. Chabre as vice president, sales and marketing, Utility Appliance Corp. and Mission Appliance Corp. is announced by the firms following meetings of the board of directors.

Mr. Chabre and Stanley F. Skafte, director of engineering, were also elected to the Mission board of directors. Vance Smith, manager of the Utility fan division, was named to the board of Utility.

Mr. Chabre, in a series of promotions, named the following as national marketing managers:

Darryl Giles, water heaters; Charles F. Cushing, heating and air conditioning; Thomas M.

Northcote, air coolers and Clifford Mohr, ranges. C. A. Miller was appointed supervisor of sales operations.

#### **Killen is new executive v-p of Downingtown Iron Works**

New responsibilities have been accorded W. L. Killen with his recent election to the post of executive vice president of Downingtown Iron Works Inc., division of Pressed Steel Tank Co., Milwaukee. Mr. Killen's advancement is announced by Herbert E. Brunder, president, Downingtown.

Until his new appointment, Mr. Killen was general manager of the Downingtown division. He joined the organization in 1955 as works manager.

Mr. Killen's direct responsibility at the Downingtown division plants will be executive administration of the over-all operation of the division.



W. L. Killen  
Downingtown



R. C. East  
Bryant

#### **Bryant promotes Roy C. East to advertising manager**

Roy C. East has been named advertising manager of Bryant Manufacturing Co., according to an announcement by David W. Hoppock, vice president and general sales manager.

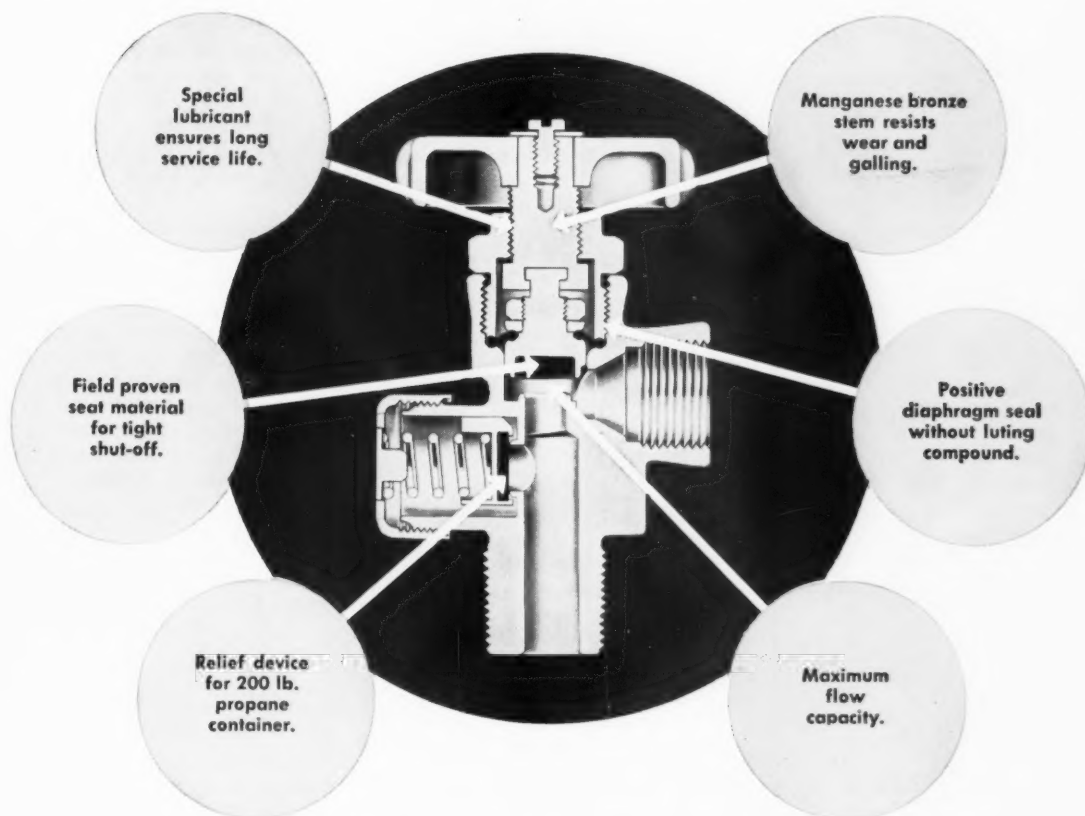
Mr. East joined Bryant in 1955 as assistant advertising manager after five years with Associated Distributors Inc. of Indianapolis, where he was advertising and sales promotion manager.

In his new post, Mr. East will direct Bryant's advertising and sales promotion program through the company's national distributor-dealer sales organization.

#### **Florence Stove Co. elects five new officers**

The following officers were elected by the board of directors of the Florence Stove Co., announces J. P. Wright, president.

# **FISHER<sup>®</sup>** ENGINEERED FOR BETTER VAPOR WITHDRAWAL SERVICE



**TYPE B 100 LP GAS CYLINDER VALVE**

In the LPG field the term "Fisher Engineered" means...that's it! Those who know realize that more than seventy-five years of engineering know-how backs up every Fisher product.

Just as an example, study the features pointed out above, then you'll appreciate why the expression..."good enough" is never good enough at Fisher!

#### **FILLING CAPACITIES**

Pressure Drop Across Valve	2 psi	5 psi	10 psi	20 psi	50 psi	100 psi
GPM of LP-Gas	3.2	5.1	7.2	10.2	16.1	22.7

FULLY DESCRIPTIVE BULLETIN UPON REQUEST

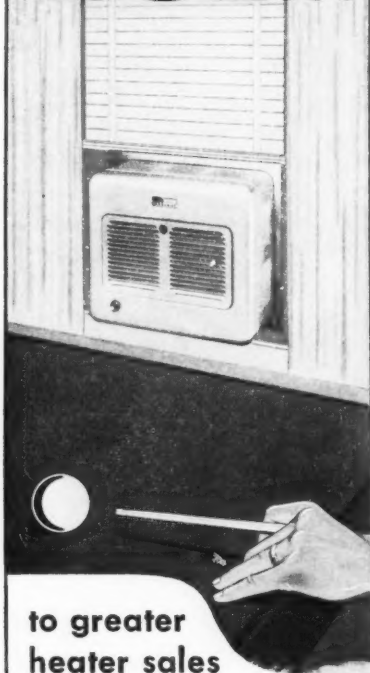
Engineers with special control problems...find the answer in...

**FISHER GOVERNOR COMPANY**

Marshalltown, Iowa/Woodstock, Ontario



# YOUR CUE



to greater  
heater sales

## SUBURBAN NOVENT and DYNAVENT GAS HEATERS

### 5 REASONS WHY PEOPLE BUY...

- ① Save up to 30% in fuel costs
- ② Easily installed in window or wall
- ③ Completely vented without flue or chimney
- ④ Forced-air circulation for even heat, floor to ceiling
- ⑤ Automatic heat with "built-in" thermostatic control

Available in 35,000 and 45,000 BTU Models.  
Approved by AGA, Leading Utilities and  
LP-Gas Marketers.

## SUBURBAN APPLIANCE CO.

Whippany, N. J. TUcker 7-0500

Harold M. Jeske was elected executive vice president. He had been vice president, operations.

L. R. Jensen was elected vice president, production. Since joining the Florence organization in November, he had held the position of works manager.

E. A. Toolis was elected controller and assistant treasurer. He had been factory controller for the company in the Lewisburg, Tenn., plant.

W. E. McTague was elected secretary. He had been assistant secretary and assistant controller.

W. C. Waggoner Jr., was elected vice president and treasurer. He had been secretary, treasurer, and controller.



H. M. Jeske  
Florence



Carl Bacon  
Weatherhead

### Weatherhead's Bacon promoted to L. P. gas service mgr.

Carl Bacon has been appointed L. P. gas service manager, according to an announcement by James H. Williams, sales manager, L. P. gas equipment division, the Weatherhead Co.

Mr. Bacon is a veteran of 18 years with the company. His previous assignment was field manager of Latin-American operations.

He will function as a technical liaison between Weatherhead and its customers on all service matters pertaining to the complete line of L. P. gas cylinders and equipment and anhydrous ammonia hose and fittings.

Mr. Bacon will headquarter at the main office and plant of Weatherhead in Cleveland, Ohio.

### Brown is general manager of sales for the Crane Co.

William O. Brown, manager of Crane Co.'s west coast sales district, has been appointed general manager of sales with headquarters at the company's Chicago general office, Neele E. Stearns, president, announced.

In his new capacity, Mr. Brown will coordinate the plumbing, heat-

ing and industrial sales activities, as well as the marketing research and advertising - sales promotion departments.

Mr. Brown joined the company in 1930 at its Washington D. C., branch. He has been district manager with headquarters at Los Angeles since 1954.

Mr. Stearns also announced the resignation of J. W. Greene, vice president for sales. Mr. Greene, who was elected to the vice presidency in May 1957, after 21 years of service in the company's sales activities, has been in ill health for several months.

### Spanton is general sales mgr. of White Products Canada Ltd.

Milton D. Spanton has been appointed general sales manager of White Products Canada Ltd., it is announced by H. Willard Burroughs, vice president in charge of sales and marketing for White Products Corp., Middleville, Mich. Mr. Spanton has been named brand sales manager for White for the past three years.

Mr. Spanton will work extensively with White's Canadian representatives in all provinces in developing distributors and dealers to stock and merchandise the White firm's products.

### Gorman is general manager of Ransome Torch & Burner

Chris Gorman has been named general manager for the newly-formed Ransome Torch & Burner Co., Emeryville, Calif. His appointment became effective March 1, when Ransome Co. officially incorporated its torch and burner division at the same location.

For many years, Mr. Gorman has managed this division in the manufacture of torches, burners and furnaces for LPG and natural gas users.

### Orton named assistant manager of the Cleveland Trencher Co.

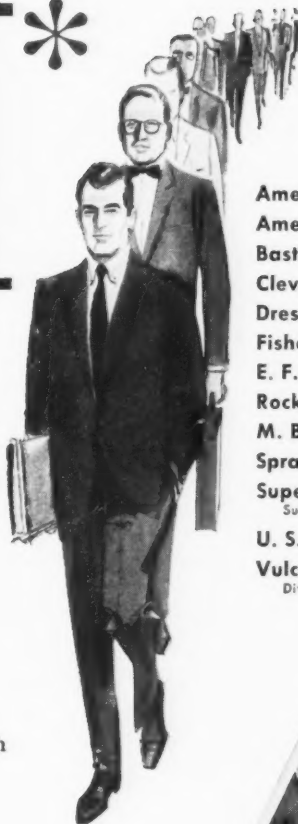
The appointment of Raymond E. Orton as assistant general manager of the Cleveland Trencher Co. has been announced by Vincent S. Penote, president and general manager of the firm.

Prior to his appointment at Cleveland Trencher, Mr. Orton was manager of engineering in the Automatic Transportation division



# GEM\*

## *promotes LP-Gas Industry Growth*



American Cast Iron Pipe Co.  
American Meter Co.  
Bastian-Blessing Co.  
Cleveland Trencher Co.  
Dresser Industries, Inc.  
Fisher Governor Co.  
E. F. Griffiths Co.  
Rockwell Manufacturing Co.  
M. B. Skinner Co.  
Sprague Meter Co.  
Superior Meter Co.  
Subsidiary of Neptune Meter Co.  
U. S. Pipe and Foundry Co.  
Vulcan Rubber Products  
Division of Reeves Brothers, Inc.

Promoting the sale of GAS and of GAS appliances and equipment is the responsibility of everyone connected with the GAS Industry — utilities, LP-Gas Marketers, manufacturers and suppliers alike.

Again in 1958, members of GEM — the Gas Equipment Manufacturers Group are underwriting a national advertising program to help increase sales of GAS and of GAS appliances and equipment. These manufacturers are accepting their responsibility — standing up to be counted among those helping the GAS Industry grow and prosper.

All Suppliers to the GAS Industry are invited and urged to join the GEM Program and help insure the future of their business.

**FREE** reprints of Saturday Evening Post advertisements, for use by Gas Utilities and LP-Gas Marketers are available. GEM price tags, with room for appliance prices and terms can be obtained at \$10 per 1000.



*As the Gas Industry goes,  
so will go the business of everyone selling to it.*

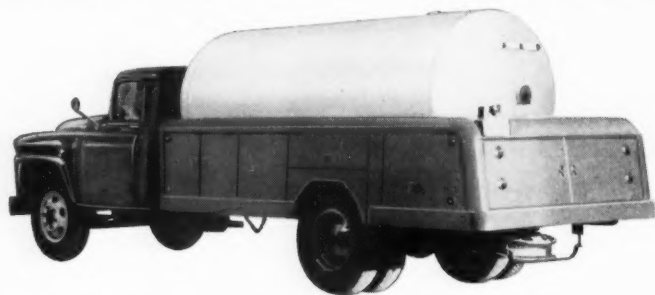


For full information, ask any GEM Sponsor or write:

**GAS EQUIPMENT MANUFACTURERS GROUP**  
c/o Gas Appliance Manufacturers Association  
60 East 42nd Street, New York 17, N. Y.

# Keep Working Capital Available

## Lease Your LPG Tank Trucks



Standard equipped LPG Tank Trucks—1200, 1400, 1600, 1800 and 2000 gal. capacity; fully inspected (including X-Ray) and approved by National Board.

All sizes built on New 1958 Model GMC chassis.

Low monthly lease cost starts at less

than \$239 FOB Kansas City, plus insurance. Minimum three year contract. Latest, up-to-the-minute equipment provided for fast, safe handling. Servicing and safety equipment meets all state and local regulations.

Prompt delivery if you act now. Three shipping points assure quick service, Kansas City, Tulsa, and Sacramento.

Write, phone or wire collect

## LPG TRUCK LEASING, INC.

Sacramento, Calif.  
1820 "D" Street  
Dept. I-58  
Phone: Gilbert 3-5928  
TWX: SC 65

Kansas City, Mo.  
1920 McGee Trafficway  
Dept. I-58  
Phone: Harrison 1-4460  
TWX: KC 255

## for leakproof, pressure-tight connections

use **TiteSeal**<sup>®</sup>

**SEALING COMPOUNDS**

Heat and vibration-proof, non-solvent, will not shrink, crack or crumble. Makes all assemblies leak-proof and pressure-tight. Prevents rust, corrosion, joint seizure.

**7 BASIC BLENDS**

**LIQUID WRENCH**<sup>®</sup>

The super-penetrating rust solvent

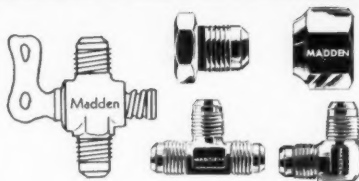
**LOOSENS** rusted bolts, nuts, screws, 'frozen' parts

Liquid Wrench works fast...yet is absolutely safe for all metals and alloys.

At Industrial, Automotive, Hardware, Plumbing Jobbers

**RADIATOR SPECIALTY CO.**  
Charlotte, North Carolina

## MADDEN MEANS DEPENDABILITY



## TOP QUALITY FITTINGS AND ACCESSORIES

including

**WIMCO TOOLS**  
FLARE TOOLS  
TUBE CUTTERS  
BENDERS, ETC.

**LARGE STOCKS**    **QUICK DELIVERY**    **LOW PRICES**

**MADDEN BRASS** PRODUCTS COMPANY  
AURORA 3, ILLINOIS, U.S.A.  
EXPORT: Ad Aurora 85 Broad St., New York, N. Y.

of Yale & Towne Manufacturing Co., Chicago. Previously he was for nine years treasurer and general manager of the Orton Crane & Shovel Co. and for ten years before that, chief engineer of the Acme Steel Co., both Chicago firms.

## Hefner is assistant sales manager for Holly-General

Earl Hefner, until recently sales representative in Southern California has been named assistant sales manager of Holly-General, according to an announcement by Richard Van Curen, vice president in charge of sales.

Mr. Hefner began his career at Holly-General in 1952. Prior to his final assignment to the sales department he was plant manager of the Kinnaire division.



Earl Hefner  
Holly-General



H. F. Jacobsmeyer  
Robertshaw

## Divisional sales manager named by Robertshaw-Fulton

Appointment of H. F. Jacobsmeyer as sales manager of Grayson Controls division, Robertshaw-Fulton Controls Co., in announced by Wilbur Jackson, vice president and divisional manager.

Mr. Jacobsmeyer, former district sales manager for Grayson Controls, replaces A. W. Beck who recently was named marketing vice president for the company.

Mr. Jacobsmeyer joined Robertshaw in 1953, after seven years of service with Southern California Gas Co. Before that, he was district sales manager in Southern California for A. O. Smith Corp.

## Deetkin will head GE's new two-way radio sales office

Frederick I. Deetkin has been named district manager for a new two-way sales office established in San Rafael, Calif., by the General Electric Communication Products department.

From the office, at 2052 Fourth St., Mr. Deetkin will handle the

# MOTOROLA 2-WAY RADIO COSTS YOU NOTHING

Your driver spends a good two minutes every hour in phone hunting, parking and checking in regularly every day. By eliminating just this, your Motorola radio *pays for itself*—but that's not all. It saves time and money a dozen other ways. In fact, many users report that Motorola 2-way radio control saves them *an hour a day* and more for every truck! And they're glad they chose Motorola—for the pioneer and leader produces equipment that *performs better and lasts longer*. Add it up for yourself—you'll see why Motorola 2-way radio costs you nothing—*actually makes money for you!* Why delay any longer? Contact Motorola today.



IF YOUR DRIVER SAVES 2 MINUTES AN HOUR WITH RADIO

HERE'S  
THE  
PROOF

Even if your cost is as low as \$5.00 an hour . . . \$3.00 for the truck and \$2.00 for the driver . . . saving as little as 2 minutes an hour\* for each radio-equipped truck will more than pay for your Motorola 2-way radio system, including installation and maintenance. And after three years, the system is all yours!

\*Based on ultra-conservative three year amortization schedule.



**MOTOROLA** 2-WAY RADIO

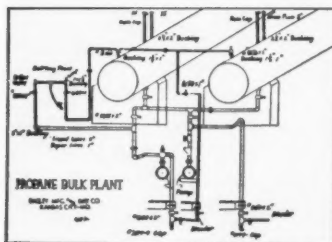
MOTOROLA COMMUNICATIONS & ELECTRONICS, INC. • A Subsidiary of Motorola, Inc. • 4501 Augusta Blvd. • Chicago 51, Illinois

**Your One Supplier with everything in L. P. gas  
and Anhydrous Ammonia Equipment**



**"The Loadmaster" LPG Truck Tank**

**PASLEY-DESIGNED** Truck Tanks (see above and right) were first to feature all controls from one location. All operation is from one point—rear compartment.



**BULK PLANTS** Pasley LPG and Ammonia type installations—a turnkey job or engineering for your own installation. Write, wire or call.

**Also a complete line of accessory equipment.**

**"Pastels By Pasley"**

Blush Peach	Smoky Grey
Sunshine Yellow	Seafoam Blue
Mustard Lime	Wedgewood Green
Eureka Orchid	Rose Beige
Lake Blue	Desert Rose



**COLOR**—The Modern Trend! Bring your LPG Equipment up to date. Available in the following colors . . . (write for information)

**"EVERYTHING IN LPG AND ANHYDROUS AMMONIA"**

**The Pasley Mfg. & Dist. Co.**

601 East 11th Street • Kansas City, Mo. • Tel. Victor 2-2369

sale of General Electric mobile communication equipment.

Mr. Deetkin has had 22 years experience with General Electric in the radio field, most of it in the San Francisco area.

**Goodwin is general manager  
of Rockwell's valve plant**

Philip E. W. Goodwin Jr., general manager of Rockwell Manufacturing Co.'s Sulphur Springs, Texas, valve plant, for the past five years, has been named general manager of the company's valve plant at Kearney, Neb.

Mr. Goodwin joined Rockwell in 1944 as purchasing agent of Rockwell's Oakland, Calif., valve plant.

**Coroaire appoints Johnson vice  
president, general sales mgr.**

J. Leonard Johnson is named vice president and general sales manager of the Coroaire Heater Corp., according to Arthur W. Conley, president.

Mr. Johnson will make his headquarters at the general sales offices of Coroaire in the Hanna Bldg., Cleveland, Ohio.

**American Meter names Butler  
Wyalusing plant manager**

Pierce W. Butler Jr. has been named manager of the new American Meter plant in Wyalusing, Pa., according to W. G. Hamilton Jr., president.

Mr. Butler was formerly personnel manager of the Erie, Pa., plant and previously was engaged in production duties at American Meter's Boston plant.

**Wolverine Tube names new  
sales representative**

Mark A. Wallesz has been appointed technical sales representative in Chicago and surrounding areas for Wolverine Tube, division of Calumet & Hecla Inc.

He replaces Howard J. Luetzow, who has been assigned a similar position in the Wolverine's New York—New England areas.

**Eiseman is consultant for  
William Wallace division**

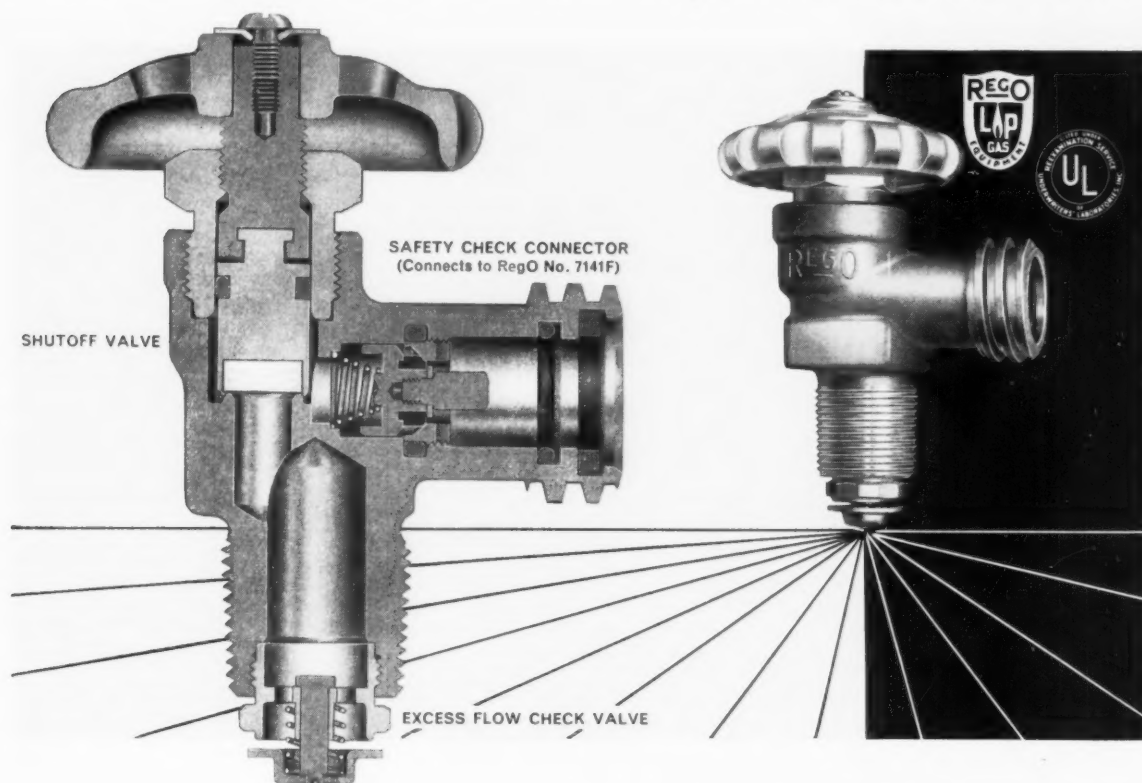
John H. Eiseman, authority in the fields of gas utilization, burner and application design, and gas safety codes, has been appointed



*We call it the new No. 8180*

**YOU'LL CALL IT THE BEST CYLINDER VALVE EVER MADE  
FOR ICC CYLINDERS IN MOTOR FUEL SERVICE!**

Combines RegO Cylinder Valve and 7141M Safety Check Connector in One Unit



another  
**REGO**<sup>®</sup>  
exclusive

**IT'S SAFER**

One pipe thread joint is eliminated.

**IT'S EASIER TO INSTALL**

Only one wrenching operation . . . no separate safety connector . . . aligns easily with opening in cylinder collar.

**IT COSTS LESS THAN SEPARATE UNITS**

And it's much more convenient to use.

**IT'S MORE COMPACT, TOO**

Only 1 3/4" from center of valve to face of outlet . . . offset of shutoff mechanism, with respect to inlet, holds swing clearance within all cylinder collar requirements.

For lift trucks, farm machinery, construction equipment—wherever ICC cylinders are used as motor fuel tanks—this newest RegO exclusive provides safety\* with convenience.

See how it's made in the RegO tradition to serve you and your customers better—how compact, simple, effective, and durable . . . how convenient for you to install.

LP-Gas carburetion is a fertile field for increased sales of fuel as well as equipment. And RegO, as always, is ready to help you cash-in on more of this profitable business.

\*RegO 7141F Safety Check Connector which connects to the 8180 outlet, is included in the Recommended Practices Manual of the Industrial Truck Association.



DO YOU KNOW  
it will pay you  
dividends to join!

Send for free RegO Catalog L-415 covering  
equipment for lift-truck conversions.

*The* **BASTIAN-BLESSING** Company  
4201 W. Peterson Avenue, Chicago 30, Illinois

## THE COMMERCIAL COOKING LOAD IS YOURS

when you feature . . .

### KEATING

#### Instant Recovery FRYERS!

The Fryer guaranteed to outproduce  
all others—gas or electric



The Keating 14" Trump

- ★ Automatic Time and Temperature Control
- ★ Instant Temperature Recovery
- ★ Greatest Heat Input Ever



The Keating Trump is the only high input (80,000 BTU's) fryer approved by the AGA for use with LP gas.

#### A Fabulous FREE Trial Offer!

Prove to yourself and to your customers—  
You can't beat a Keating Fryer!

Order Keating Fryers for trial installations at your customer's address. If after two weeks a customer is not completely convinced of the superiority of a Keating Fryer, you may return the fryer for full credit PLUS freight charges—BOTH WAYS!

To learn more about the famous Keating Trump Fryers and how YOU can extend this generous trial offer to YOUR customers, write:

### FRYING EQUIPMENT & SUPPLY COMPANY

1210 West Van Buren Street  
Chicago 7, Illinois



**INDUSTRIAL  
SPECIALTIES  
COMPANY**

Equipment and Supplies for the  
L.P. Gas Industry

Complete stocks of plant, truck,  
and installation equipment and  
supplies.

#### DISTRIBUTORS OF

- REGO—L.P. Gas equipment
- HEWITT-ROBINS—hose
- SUPERIOR—plant & truck pumps
- HANNAY—hose reels
- TRINITY—trucks and tanks
- WHITE'S—portable heaters, salamanders
- TURNER BRASS—appliances
- DAY AND NIGHT—PANELRAY—heaters, water heaters, furnaces.

Copper tubing • brass fittings • heavy duty fittings • valves • repair parts • carburetion equipment • motor fuel tanks • hand tools • power tools • compressors • vapor meters • regulators • cylinders for domestic, industrial and special applications

WE STOCK THE ITEMS WE SELL

write, phone or wire for immediate  
shipment

#### Industrial Specialties Co.

2238 W. Division St., Chicago 22, Ill.  
Phone EVerglade 4-1240

## ARMSTRONG

AGA Approved  
HEATERS



This Radiant Circulator (unvented) is a real beauty, finished in Armstrong's own tan color "Mocha-tone." Radiant opening insert finished in "Hi-heat" silicon gold enamel. Radiants are white. Chrome dress guard. Cast iron burner and brass valve. Available with manual or automatic controls. Specify if for Natural, Mixed, Mfg. or L.P. gas.

Model 3244—16 1/4" wide 11" deep 21 1/4" high 24,000 B. T. U.

Model 3305—Same style. 19 1/8" wide. 30,000 B. T. U.

Write for literature and prices  
on 60 Armstrong models and sizes

Armstrong Products Corp.  
Dept. BP, Huntington 12, W. Va.



consultant to the Metalbestos division, William Wallace Co., Belmont, Calif., it is announced by Alan Kinkead, president.

Prior to his present appointment, Mr. Eiseman served for 37 years with the National Bureau of Standards, Washington, D. C., and was recipient of the gas industry's 1957 Distinguished Service Award.

#### Temco names Mossong, Douglas and Armstrong to new posts

John J. Mossong Jr. has joined Temco Inc. as purchasing agent, according to F. Donald Hart, president of the firm.

Also announced is the promotion of W. C. Armstrong to the position of chief supervisor of finishing and Harry Douglas to chief supervisor of fabrication and assembly for the Nashville firm.

#### William Wallace promotes Griffin to district manager

Charles Q. Griffin has been appointed southern California district manager of the Metalbestos division of the William Wallace Co., it is announced by Alan Kinkead, president.

Mr. Griffin has been a member of the company's southern California sales office since 1952. He succeeds Robert A. McHugh, named last year to the position of sales manager of the Standard Lines division.

#### Payne Co. appoints Hill to factory sales engineer post

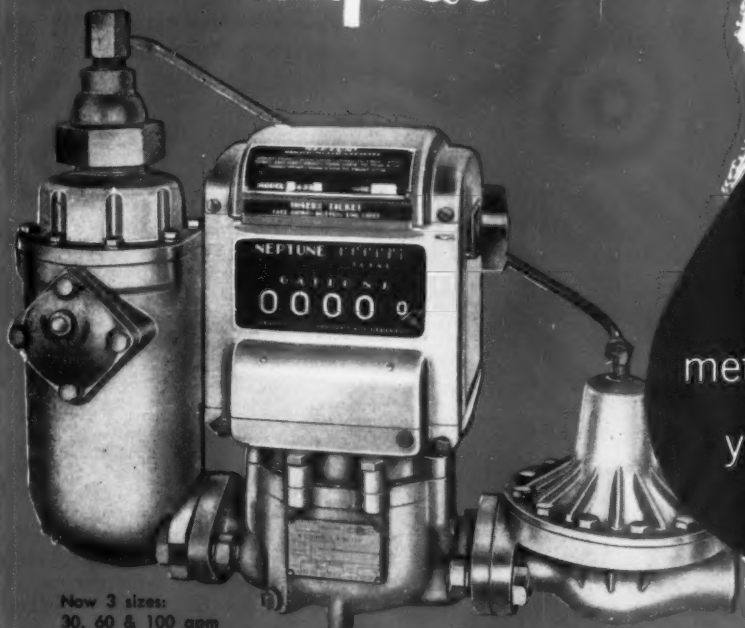
Kenneth E. Hill has been appointed factory sales engineer for the Southern California area, according to an announcement by Owen McComas, national sales manager, the Payne Co.

Mr. Hill was previously with the Building Contractors Association of California Inc. as special events director for two years and before that was a sales representative for the Southern California Gas Co. for 16 years.

#### Utility, Mission name Starke production head

The appointment of James M. Starke as general manufacturing manager of Utility Appliance Corp. and Mission Appliance Corp. is announced by Herbert S. Leo, execu-

## RED SEAL *liquid* METERS



Now 3 sizes:  
30, 60 & 100 gpm

The most  
fool-proof  
metering system  
you can buy

A properly installed Red Seal liquid meter is so fool-proof, it's a cinch to keep accurate, business-like records of LP-gas stocks and sales . . . with meter-printed tickets as proof of every transaction. Here's how:

First, all three sizes of Red Seal "compacts" are complete systems. All accessories are built in. Fewer connections to make, fewer chances for leaks, and fewer chances for improper installation.

Secondly, Neptune's unique design of vapor eliminator and differential valve gives you a system that's truly effective . . . positive assurance against vaporization in the metering system under all conditions. It's always easy on your pumps, and never needs adjusting from hot weather to cold. In fact, it has no adjusting screw at all, so it's fool-proof!

Thirdly, Red Seal's calibration shifter is a gear-locked device. Easy to adjust if necessary, it positively cannot loosen up or drift out of adjustment. Meter-printed tickets are a big feature, too. They eliminate human error, keep customers satisfied.

Most important, Red Seal's sustained high accuracy is something you can bank on . . . year after year.



### NEPTUNE METER COMPANY

19 West 50th St., New York 20, N. Y.

CANADIAN FACTORY

Neptune Meters Ltd., Toronto 14, Ont.

RS 31

# DON'T UNDERESTIMATE THE SALES POWER OF THIS SEAL!



South Land Hotel Court, Paducah, Kentucky

*"In the past, many tourists failed to stay at our Motel because they questioned the safety of gas wall heaters and vents," says Mr. Jesse Clymer, owner of the modern 35-room South Land Hotel Court, Paducah, Kentucky.*

Mr. Clymer took the problem to his Metalbestos representative... who first made certain that each wall heater was correctly vented according to the Metalbestos "Safety System" Gas Vent Tables. He then gave visible reassurance to prospective occupants by prominently displaying the Metalbestos "Safety Seal" in each of the South Land's 36 rooms. *"Since that time, we haven't lost a single customer who was doubtful about gas heaters and vents."* reports Mr. Clymer.

Give your customers this same assurance by displaying the Metalbestos "Safety Seal" ... sign of safe, trouble-free gas venting.

Find out how the Metalbestos Gas Vent Tables can simplify vent installations... maintain your quality reputation. Write Dept. M-4

Stocked by principal distributors in major cities. Factory warehouses

in Akron, Atlanta  
Chicago, Dallas  
Des Moines  
New Orleans  
Los Angeles  
Woodbridge, N.J.



**METALBESTOS** DIVISION  
WILLIAM WALLACE COMPANY - BELMONT, CALIF.

tive vice president and general manager.

The new executive, who joined Mission in 1946, will have charge of all production, purchasing, traffic, industrial engineering and production control activities of both companies.

## Roberts-Gordon appoints Wright assistant general sales mgr.

The appointment of William L. Wright Jr. as assistant general sales manager of Roberts-Gordon Appliance Corp., Buffalo, is announced by William E. Davis, vice president in charge of sales.

Mr. Wright has been sales engineer since 1956.

In his new position, he will be responsible for sales quotas, sales forecasting, product work in the field, and product training.

## Miss Taylor is regional home service director of Whirlpool

The appointment of Bob Ann Taylor to the position of regional home service director for Whirlpool Corp. in the southwest region was announced recently by Marcia Mead, director of home service.

Miss Taylor was a regional home economist for Norge division, Borg-Warner Corp. prior to joining Whirlpool Corp. She was previously with Modern Appliances.

## Propane ordered for Mont. via Wash.

Great Falls, Mont.—When a Montana farmer needs a fresh supply of LPG, there's always a way to get it.

Arthur Neyland, farmer in the Genou area north of Great Falls, ran out of fuel during a severe snowstorm October 22. He had no telephone, but Mr. Neyland is an amateur radio operator.

His son, with the U. S. Weather Bureau in Washington, D. C., also is a "ham." In their regular afternoon radio chat, the father explained to his son, Lewis Neyland, about the fuel shortage.

The son telephoned an order for more fuel to Great Falls. Four hours later a new tank of propane was delivered to the Neyland farm.



it takes... *Enterprise*



to build a one-piece chassis  
as standard equipment

Every Enterprise Gas Range is built on a solid, all-welded frame and base. No bolts, nuts or screws to come loose or rattle.

This is Enterprise quality . . . quality you can sell because it's exactly what your customers want. It's standard equipment on every Enterprise Gas Range . . . just one of many Enterprise features that means more range for the price!

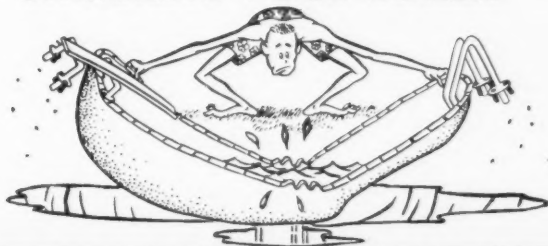
Ask your Phillips & Buttorff salesman about  
our dealers' advertising allowance!

**PHILLIPS & BUTTORFF CORPORATION**  
Nashville, Tennessee . . . in our 100th year

MAY AS WELL FOLD IT UP *unless....*  
YOU'RE EQUIPPED WITH RAYPAK, THE FULLY AUTOMATIC  
SWIMMING POOL BOILER.

To stretch your swimming calendar, to provide ideal swimming comfort for the entire family (not just the "polar bears") and to receive a much faster return on your swimming pool investment, you can't afford to do without a heated pool — and if you demand quality, Raypak alone will meet your standards.

They feature 100% copper and bronze waterways, totally enclosed and protected controls, handsome appearance and unmatched heating efficiency.



Raypak alone has the remarkable Unatherm Governor.



PAT. PENDING

The Unatherm Governor maintains a constant regulated boiler temperature under a wide range of operating conditions, automatically.

It regulates the discharge temperature so that damaging condensate is eliminated and scaling of the waterways is controlled to an absolute minimum.

Only the Unatherm Governor does this automatically.

Though Raypak will be free of scaling much longer, short, straight, heat transfer tubes, each with a clean-out plug, provide for no cost do-it-yourself-cleaning.



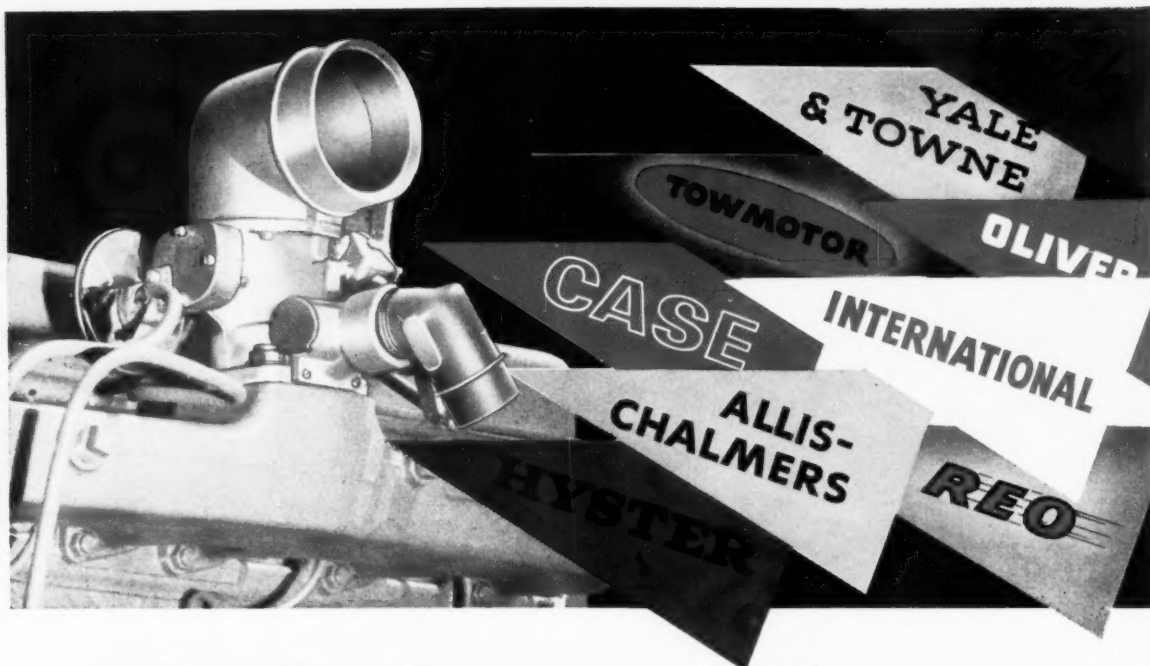
COMPLIES  
WITH  
A.S.M.E.  
CODE

Raypak swimming pool boilers are unquestionably the finest • first choice of discriminating pool owners everywhere.

**Raypak**

COMPANY, INC.

Engineers-Manufacturers 2416 CHICO AVENUE, EL MONTE, CALIFORNIA



# Join the Parade of Leaders

**who specify Century-Marvel-Schebler  
as factory equipment on LP-Gas models!**

JOHN DEERE  
TOWMOTOR  
HYSTER  
CASE  
MASSEY-HARRIS  
CLARK  
MERCURY  
OLIVER  
COCKSHUTT  
ERICKSON  
AUTOMATIC  
INTERNATIONAL  
ALLIS-CHALMERS  
(Buda Division)  
REO  
HALL-SCOTT  
DIAMOND-T  
WHITE  
YALE & TOWNE

All of these leaders in automotive manufacturing are factory installing Century or Marvel-Schebler carburetors on LP-Gas models.

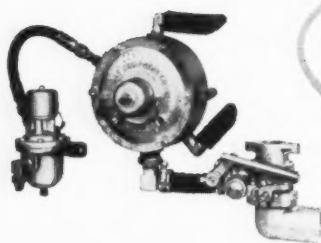
This acceptance by manufacturers is your guarantee of dependable engine performance—easy starting, perfect idling and full power for your engines.

Century-Marvel-Schebler have the most complete research and development facilities and the broadest line of LP-Gas carburetion systems ever offered. Sizes and models range from 5 to 500 h.p.

For complete information write today! Factory trained consultants are available to assist you.



*Demand the dependability of a complete Century carburetion system with metering valve control of combustion.*



**CENTURY**  
LP-GAS CARBURETION



Century Gas Equipment  
Marvel-Schebler Products Division, Borg-Warner Corp.  
625 Southside Drive, Decatur, Illinois



**Butane, Propane**

**POWER**

**CARBURETION • INSTALLATION  
• SERVICING**

**POWER SECTION**

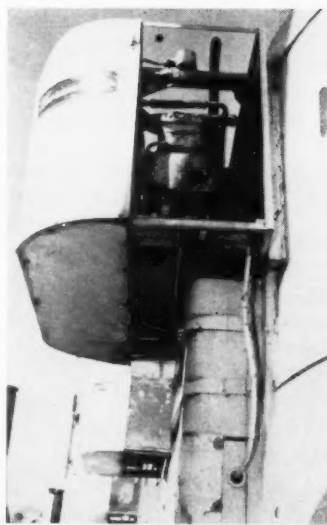
## LPG cuts costs for truck rental firm

By J. ARTHUR THOMPSON

**T**RUCK rental is becoming big business—big as a business and big as a potential market for L. P. gas and carburetion equipment. In both respects it will be bigger in the future.

Truck rental operators must, by the nature of their business, be specialists in vehicle maintenance. Their profits depend to a very large extent on how economically they can keep their trucks on the road. If there was ever a place where the saving grace of LPG should get enthusiastic attention, this is it. A look at a typical truck rental company's operation will emphasize this point.

Eleven of the tractors and refrigerated trailers rented by Tulsa's Beatrice Foods Co. to move its Meadow Gold products are powered by LPG. The units are rented to Beatrice Foods by Baker Truck Rental. Inset shows refrigeration engine.



*Low maintenance cost is a major item in a rental fleet's profit picture*

Baker Truck Rental, Tulsa, Okla., is one unit of a big company that operates several hundred rental units in Oklahoma, Texas, Kansas, Colorado, Arizona and New Mexico. The company rents to firms or individuals on a regular weekly or monthly basis, or for a one-time single trip deal. The bulk of its business is the rental of small or medium sized fleets, on a flat fee per week or month, plus mileage. Baker furnishes the trucks, the fuel and oil, and the maintenance on all the trucks it rents. The customer furnishes the driver. The rentee knows rather closely, in advance, what his trucking will cost.

### Why lease a truck?

The truck lease plan has many advantages for the customer. The firm that uses the leased trucks is not primarily in the trucking business. It may be a merchandising, service or manufacturing business. It operates vehicles as a necessary means of carrying on its business activities. If it owns and maintains its own fleet (1) an important part of its capital is tied up in vehicles and garage facilities. (2) It must employ and supervise a maintenance crew. (3) Management time is used up in procurement of new vehicles, in negotiating tire and fuel contracts, and in the endless details connected with keeping the fleet in operating condition. (4) The burden of keeping operating records and cost accounts is considerable. (5) There is often a tax advantage in being able to charge the entire cost of trucking to current operating expense.

When the business leases its trucks, all these burdens are passed on to the company that supplies the fleet. The manager approves one bill and has one check written to cover the unit period, and there is seldom anything else to worry about in connection with the fleet. The company's capital and the time of the management officers are available for activities that bring profits.

The trucks are supplied by a big company, with a maintenance staff and shop equipment far beyond the reach of a small fleet owner

operating his own garage. Since the revenue from the leased trucks is based primarily on so many cents per mile for the customer's use of the trucks, anything that can be done to hold down the cost per mile results in extra profits. These might be retained, or shared with the customer through an adjustment of the per-mile rate. This is where the savings due to the use of L. P. gas become very important. Baker Truck Rental's experience emphasizes these points.

### Experience with a food company

At Tulsa, the Beatrice Foods Co. finds it advantageous to distribute its famous Meadow Gold products in trucks rented from Baker. As the small units used for door to door delivery only average around 115 miles per week, these are gasoline operated. But in addition to these small units, Beatrice requires a fleet of tractors and refrigerator trailers.

Eleven of these International tractors have been converted to L. P. gas operation and three more are to be changed over in the very near future. Most of these conversions have been made during the past 12 months, so long-time experience figures are not yet available. However, the experience has

been sufficiently long that substantial annual savings are becoming apparent.

These large units make 150 to 250 mile round trips and are used not only for deliveries but for milk pickup as well. They will make anywhere from 50,000 to 100,000 miles per year.

All conversions are made by Baker's own expert mechanics in the company's well-equipped shop at 114 No. Denver Street, in Tulsa. For this particular operation the firm has standardized on Century carburetion.

No "slap-bang, get-it-on-any-way" work is tolerated. Compression is increased by the use of high altitude pistons; the mixture controls are reset to give the best performance in that part of the country, and the distributor curve is altered to give maximum performance for L. P. gas fuel.

### Many savings apparent

The economies of correctly installed L. P. gas carburetion have already become apparent. The lower fuel cost is of course one consideration, but the greatly increased engine life is in itself a very substantial saving.

Cost of oil has been reduced by half or more. With gasoline opera-



This is Baker Truck Rental's LPG truck filling island at its Tulsa headquarters. That's a 5000 gal. tank in the background.



tion, oil was changed every 1500 miles, now it is not changed until 3000 miles and generally more than that.

With L. P. gas there is practically no "down-time" from any engine cause. This writer examined the head and pistons of a motor which had been pulled down because of a leaky head gasket and found them almost as clean as when they came from the factory. There was practically no carbon deposit. This motor had gone better than 45,000 miles on L. P. gas.

In addition to the savings on fuel, oil and engine wear, there is no stoppage due to vapor lock on the hot muggy days that sometimes afflict this region. This is an advantage which is appreciated more than a little by the customer and his drivers.

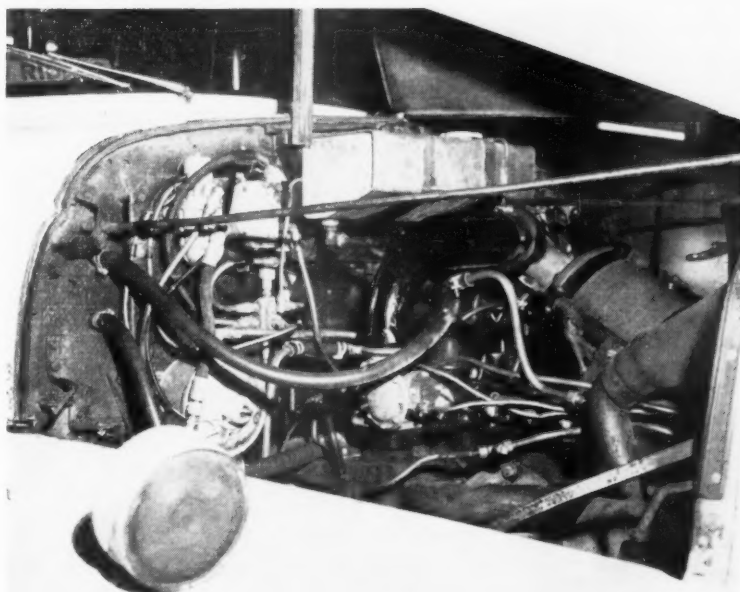
### Refrigerated trailers

Baker Truck Rental also furnishes the refrigerated trailers used by Beatrice Foods. Ten of these use butane power for their refrigerator motors. It is estimated that the life of these small motors has been more than tripled by the use of L. P. gas instead of gasoline. On one of these units, a low temperature job, the ten horse power Waukesha motor has run for over two years without overhaul, only routine maintenance. The nine other motors have likewise given reliable, satisfactory and very economical service.

One of the outstanding reasons for the superiority of L. P. gas on these small motors is the lack of carbon buildup on pistons and motor heads. When gasoline is used, carbon forms and with the extremely small clearance between piston and motor head, bearings may be knocked out with all of the attendant overhaul costs. If the motor fails on the road, it may be imperative to send out a replacement refrigerated trailer at once, and that is very expensive.

On refrigerator units the customer is charged for fuel and maintenance in addition to the regular fee and mileage.

Besides trucks for Beatrice Foods, Baker Truck Rental furnishes three propane equipped tractors for General Sash and Door Co.



Baker's mechanics do their own conversions, raising compression, resetting mixture controls, and altering the distributor curve.

of Tulsa and is currently converting three two-ton trucks to L. P. gas for the use of The Reliable Wiping Cloth Co., also of Tulsa.

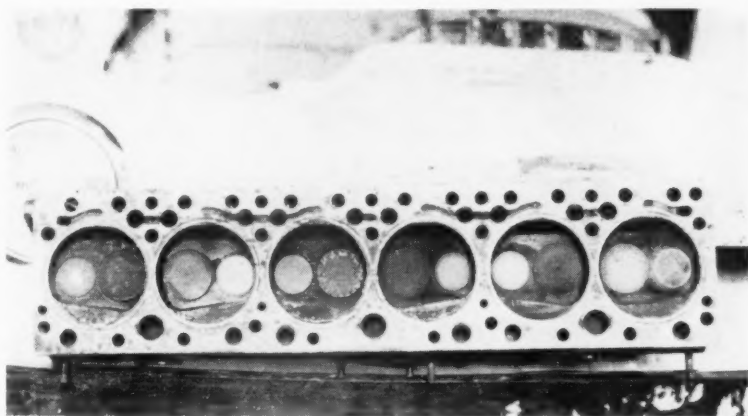
To fuel its butane-powered units, Baker uses a 5000 gal. storage tank located in its service yard next to the shop and office.

### Other fleets

In addition to the Tulsa L. P. gas operation, Baker has 10 International 205 tractors running out of San Antonio and Corpus Christi, Texas. These were factory equipped

for L. P. gas and were put into service in the first part of 1957. Here again the experience is not long enough to give definite savings figures, but it appears that they will be substantial.

With this preliminary experience, Baker Truck Rental is positive that L. P. gas will be the fuel of the future for many of its rental fleets. And the company's officers are also sure that the fuel tanks of their LPG trucks will not be a half-way station through which their customers' drivers will "buy" fuel for their private cars. ■



This is an unretouched photograph of a motor head which had gone over 45,000 miles on L. P. gas before being taken off. Note the scarcity of carbon deposits.

CARL ABELL, editor of  
BUTANE-PROPANE News and  
author of the *Butane-Propane  
Power Manual*, discusses . . .

## Handling operating problems of L. P. gas engines

### Part two

**H**ARD starting brings more service calls than all other complaints in connection with propane-operated engines. And once again we have a problem that is a close parallel with the gasoline operation. The same general truth may be stated about engines operating on either fuel: if the ignition system is good, and the engine turns over fast enough, and there is a combustible mixture in the manifold, the engine is going to start. So let's analyze these factors one at a time, and see wherein the two fuels differ in their relationships, which may affect ease of starting.

Propane has a slightly higher ignition temperature than gasoline, as shown in *Table 1*. It requires a little more heat in the spark to start combustion. If the ignition system is good, with all connections tight, the battery properly charged, the spark plug gaps set correctly, the starting motor in good condition, and the crankcase oil sufficiently thin, there will be enough heat in the spark to start the fuel burning.

Note all those "ifs." They emphasize one thing—in the propane engine, as in the gasoline engine, proper operation depends on the inter-relationship of a number of factors. While they are the same

relationships with either fuel, their proper balance is a little more critical with propane.

#### Starting motor speed

The first thing to check on a hard starting complaint is the starting motor speed. If that is slow and labored, find out why. The voltmeter will quickly tell how much power there is in the battery. It will also tell in short order whether the connections are good.

With a fully charged battery, and no excessive voltage drop to the starter switch, there are only two other causes of slow cranking speed—starting motor needs reconditioning, and too high viscosity in the crankcase oil.

#### Oil viscosity

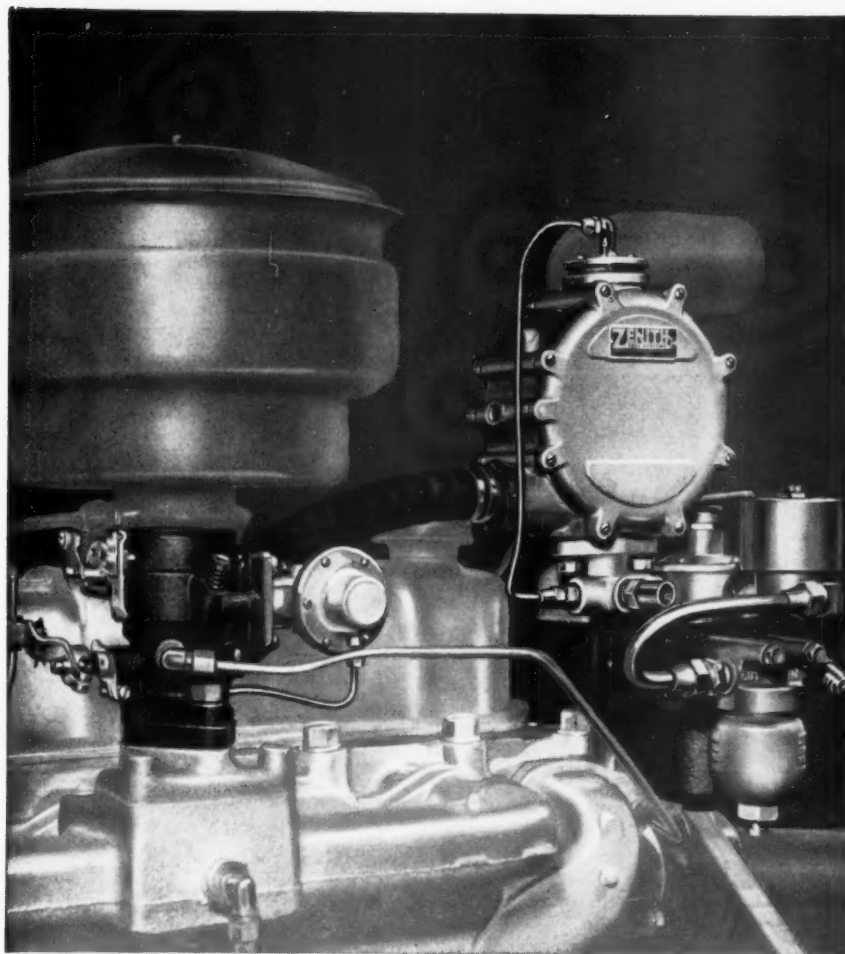
Oil viscosity has a very important and direct bearing on engine starting. When it is cold and thick, it exerts a terrific drag. With a gasoline engine, the oil is automatically thinned out during starting, and its viscosity reduced, because the action of the choke pulls raw, unvaporized gasoline into the cylinders, and this thins the oil between the cylinder walls and the pistons, at the time when it does the most good in getting the engine started. We recognize that this washing of cylinder walls with wet gasoline is the principle difference in producing the higher rate of wear in the gasoline engine. Since propane does not thin the oil, the starting drag of the engine is greater. What can we do about it?

The answer is rather simple—be sure that the oil is light enough, and that it stays light enough. Why that second clause? We do not worry about that with a gasoline engine, because in winter operation, the oil becomes thinner with use. Dilution during starting, and general low operating temperatures, keep that situation under control. But in the propane engine, the oil becomes thicker with use, regardless of season. The combined effects of heat and oxidation increase the viscosity, and there are no unburned heavy ends of fuel to offset the process.

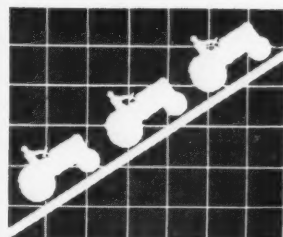
The lubrication practices almost

TABLE 1. IGNITION TEMPERATURES OF HYDROCARBON FUELS

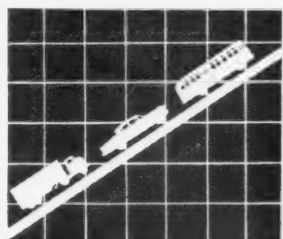
Hydrocarbon	Ignition Temperature, Degrees F	
	at Atmospheric Pressure	at 200 psi Absolute Pressure
Gasoline (80 octane)	860	560
Butane	890-1020	670
Propane	950-1080	700



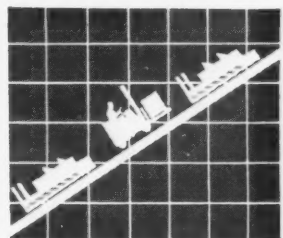
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Here, indeed, is an opportunity for alert L. P. gas dealers and distributors to go after the biggest sales potential in the

field with a line of L. P. gas systems second to none—backed by a nation-wide service organization equipped to help you with every type of technical or mechanical problem from original installation to complete service follow-up.

If you are interested in big-volume business, write our L. P. carburetion sales department today for complete detailed information.



*has more experience in more fields  
with more engine types than any other carburetor  
manufacturer.*

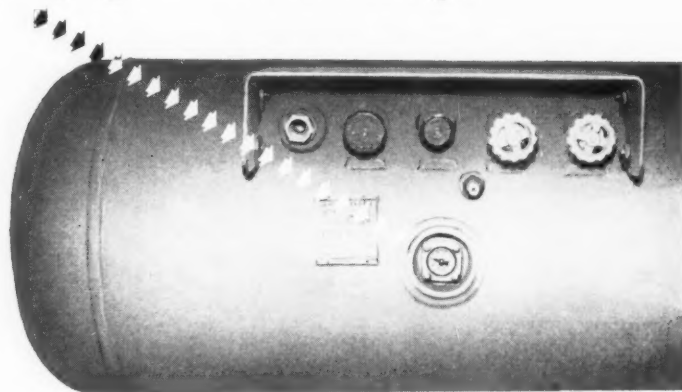
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universally employed in the operation of natural gas engines, and adopted by the early butane carburetor people, answer this problem very nicely, and can be adapted to LPG engine operation with very beneficial results.

For winter operation, use a low pour-point oil, one SAE grade lighter than would be used in the same engine running on gasoline. If any make-up oil is needed between drains, it should be one SAE grade lighter than the regular fill. And if no make-up is needed, it is a good idea to take a quart out of the crankcase now and then, as the starter speed indicates increasing viscosity, and thin the oil out a bit by putting in a quart of the lighter weight.

Now, a word of caution—some oils have considerably better oxidation stability than others, so they resist the tendency to thicken in a propane engine. With oils known to be of this class, the above procedure should be modified to specify the use of the second lighter grade oil only when the increasing starter drag indicates that it is needed.

### Cold weather starting

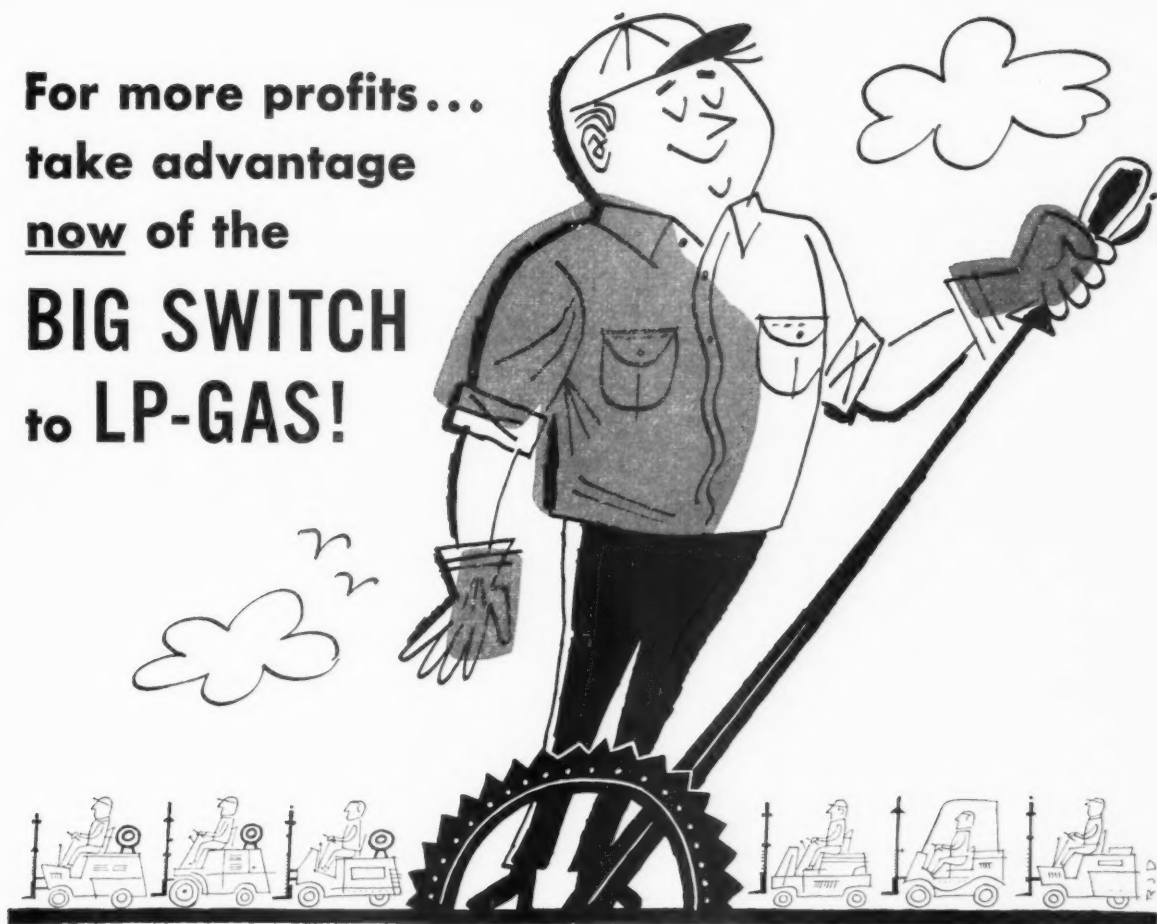
Getting any engine started in sub-zero weather has always offered more difficulties than we experience in warm-weather starting. The reasons should be obvious. Oil is thicker, and batteries are weaker. With less power available to turn the starting motor, it is required to pull a heavier load. The ignition system gets what is left after the starting motor has used up the lion's share of the battery current. And the battery is only capable of producing about 50 per cent as much current at 0° F as at 70° F. Thus the time comes when the spark weakens and dies—and it takes a little more "oomph" in the spark to set off a charge of propane.

### Electrical system

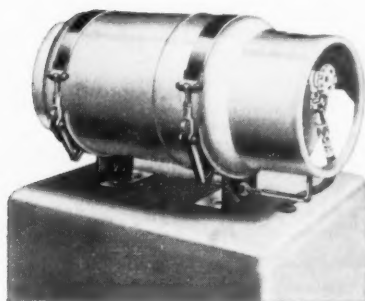
Propane engines which must be used frequently during cold weather should have something done to their electrical systems. A 12-volt system would help. Minneapolis-Moline recognized this sometime ago when they brought out the Model UB tractor, which comes factory-equipped with a 12-volt system.



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**PREST-O-LITE Lift Truck Cylinders** are rugged—built to take rough handling in day-to-day lift truck operation.

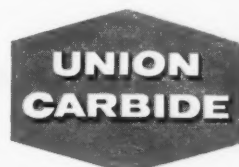
**PREST-O-LITE Lift Truck Cylinders** are lightweight—easy to change and carry. All sizes have curled handholds for easier lifting—both the 33½ and 43½ lb. sizes have curled footings, for extra strength.

**PREST-O-LITE Lift Truck Cylinders** are electrostatically painted—first with zinc oxide, then with aluminum enamel, and infra-red dried—for maximum protection against moisture and corrosion.

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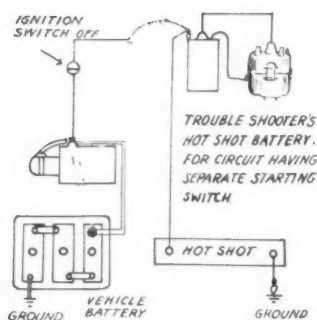


Fig. 1 Battery connection for manually operated starter circuit.

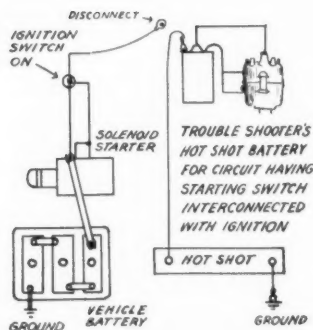


Fig. 2 Battery connection for solenoid operated starter circuit.

But replacing a 6-volt system with 12-volt equipment is not just simply a problem of putting in a larger battery carrier and a 12-volt battery. The rest of the electrical system was designed for 6-volts. The simpler way is to install a second 6-volt battery, connected in parallel with the original battery. This doubles the power of the electrical system, without changing its characteristics, and the extra battery is kept charged automatically,

as long as the tractor is given enough use to generate the necessary current.

For trouble-shooting on hard starting complaints, either in the shop or in the field, the mechanic should have a helper battery available for quick interconnection with the tractor ignition system. This may be connected into the system in one of three ways, depending on the wiring and switch equipment on the tractor engine, and the battery equipment available.

The two methods of connecting shown in Fig. 1 and Fig. 2 show circuits for manually operated and solenoid types of starter circuits, in which the tractor battery turns the starter, and all the current of the helper battery is available to fire the spark.

The illustrations show a trouble-shooter's "hot-shot" battery. This is the same old dry-cell hot-shot which was universally used to provide ignition for outboard motors a few years back. These batteries are light in weight, and easy to

carry around for field service work. Many automotive parts stores carry them in stock, and since they are frequently used in radio testing, they should also be available at any large radio supply store.

The third method of connecting up the helper battery is to attach it to the poles of the regular battery, in parallel, by means of cables with spring grips. This is not always too satisfactory, as the contact area of the joint is seldom large enough to make a good connection.

The use of the second battery for ignition only, as described above, is more universally satisfactory. With a really hot spark at the plugs, the engine will start at lower cranking speed than would be possible with the weakened sparking current left over from the regular battery after the starting motor used up most of its power. ■

## Chicago Transit Authority buys 150 more LPG buses

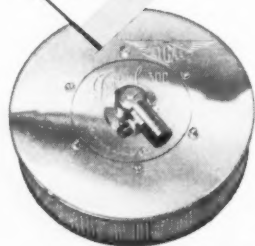
The Chicago Transit Authority, world's largest operator of propane fueled motor buses, placed an order on February 6 for 150 additional 50-passenger propane buses. When delivery is completed this order will bring the number of LPG buses in this fleet up to 1451.

Low operating costs and favorable public reaction to the odorless exhaust were important factors leading to the selection of these units to continue the modernization program of CTA.

Successful bidders on these buses were Flxible Co., Loudenville, Ohio, and Twin Coach Co., Kent, Ohio, who submitted a joint bid.

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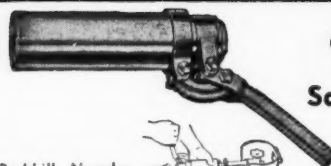
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Two sizes: Domestic 7",  
Truck 11" overall.

Purchase price was \$3,336,000. Delivery is scheduled to begin within five months, and units are to be delivered at the rate of 25 per month until the order is filled. This purchase will bring the CTA bus fleet up to a total of 3489 units.

Chicago Transit Authority's experience with propane buses began with a five month test started in 1950 with a single unit. Based on the success of the trial bus, an order was placed in 1950 for 500 Twin Coach propane buses. Since that date all new buses added to the CTA fleet have been propane powered. In May, 1956, its General Manager, Walter J. McCarter, reported that these buses were saving an average of \$600 per bus per year, in fuel and maintenance costs. (See BUTANE-PROPANE News, July, 1956.)

### Effect of speed on fuel consumption

This is an issue which has confronted the truck manufacturers and fuel suppliers for many years. The engineers develop an engine and truck with one goal in mind; a vehicle to transport a payload on the highway at proper speeds and reasonable economy. They select the proper carburetors and ignition systems, and install the gear trains to perform this task along with prescribing the correct cruise speeds, tachometer and vacuum reading.

If the correct fuels are used and the recommendations, as to the above statement, are followed, then the results should be good economy and prompt delivery of the payload.

Too often we find that these rules are not followed because of an eagerness to get down the highway a little faster than the competitors which results in a loss of mileage and reduced profit on the

haul. If the driver arrived at the destination ahead of schedule then the resulting loss of mileage would undoubtedly be compensated for in repeat business, however, the tendency amongst most drivers, if they are ahead of schedule, is to use that saved hour or two for their own personal benefit and the owner has really been shorted.

Below is a table showing basically how mph effect mpg:

	Cruise speed	Average speed	Mpg at cruise
1.	30	27.8	4.0

2.	35	31.4	3.8
3.	40	34.8	3.46
4.	45	37.8	3.05
5.	50	40.2	2.60

Based on a 300 mile trip requiring 8.6 hours, if item one is followed, 75 gal. would be consumed. If item five is followed the 300 mile trip would take 7.5 hours, a saving of 1.1 hours results, however, consumption would be 115.3 gal., an increase of 40.3 gal.

Is the 1.1 hours saved worth the 40.3 gal.?

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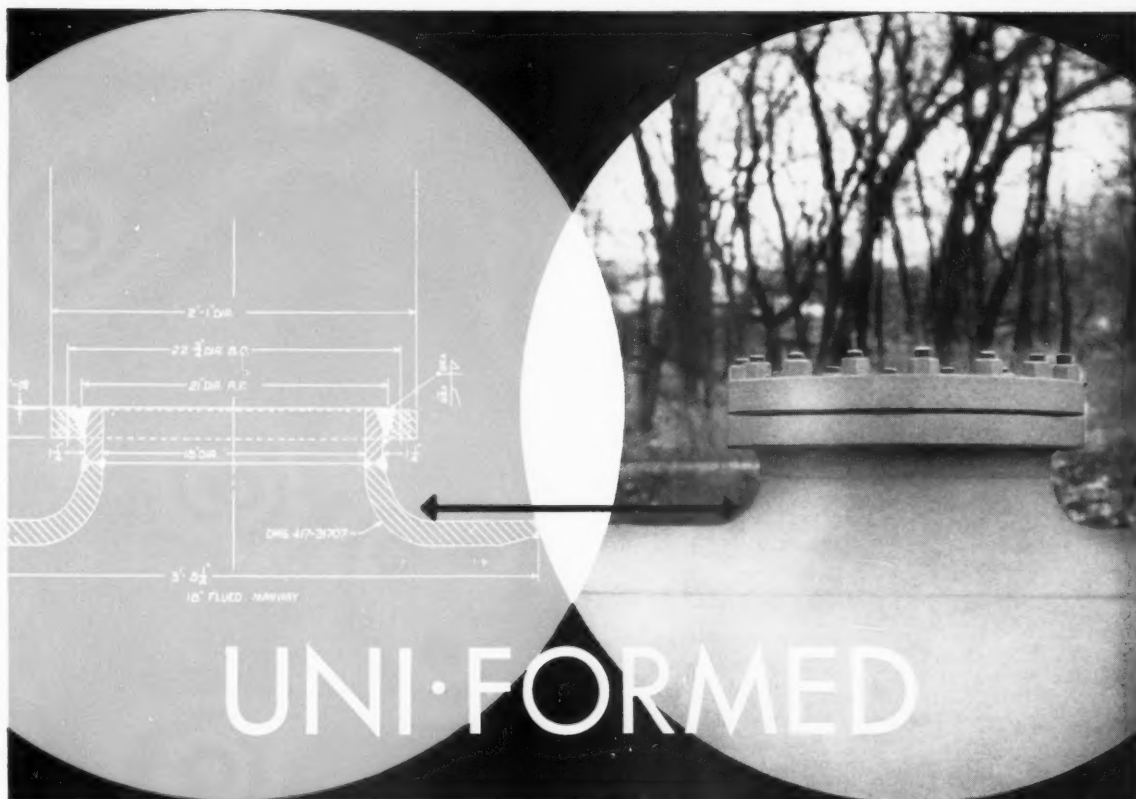
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